

Illinois U. Library

COMMERCE

OCTOBER 1957

35c

blished since 1904 by the Chicago Association of Commerce and Industry



Executive House

Hotel for Chicago — See page 5

Inflation: Is It Here To Stay?

Chicago Faces The Challenge
Of Neighborhood Decay

Labor's Latest Welfare Plan



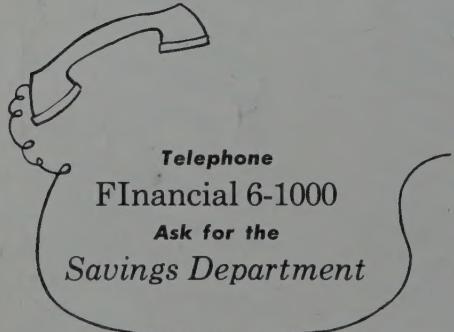
A NEW IDEA FOR YOU,

Mr. Business Man...

This year, give the bonus *with a bonus* when you distribute your company's end-of-the-year profit sharing.

Give your employees their bonus in the form of a

BELL SAVINGS "Gift of Thrift"



BELL SAVINGS AND LOAN ASSOCIATION

79 W. Monroe at Clark, Chicago 3, Ill.
Financial 6-1000

RESOURCES OVER \$190,000,000

For full details about this new, practical, time-saving and easy method of solving your annual Christmas Bonus problem . . .

FILL IN AND MAIL (No obligation)

BELL SAVINGS

Dept. C

79 W. MONROE AT CLARK
CHICAGO 3, ILLINOIS

Please phone for an appointment to discuss our use of the BELL SAVINGS Gift Of Thrift plan.

Name _____

Firm _____

Address _____

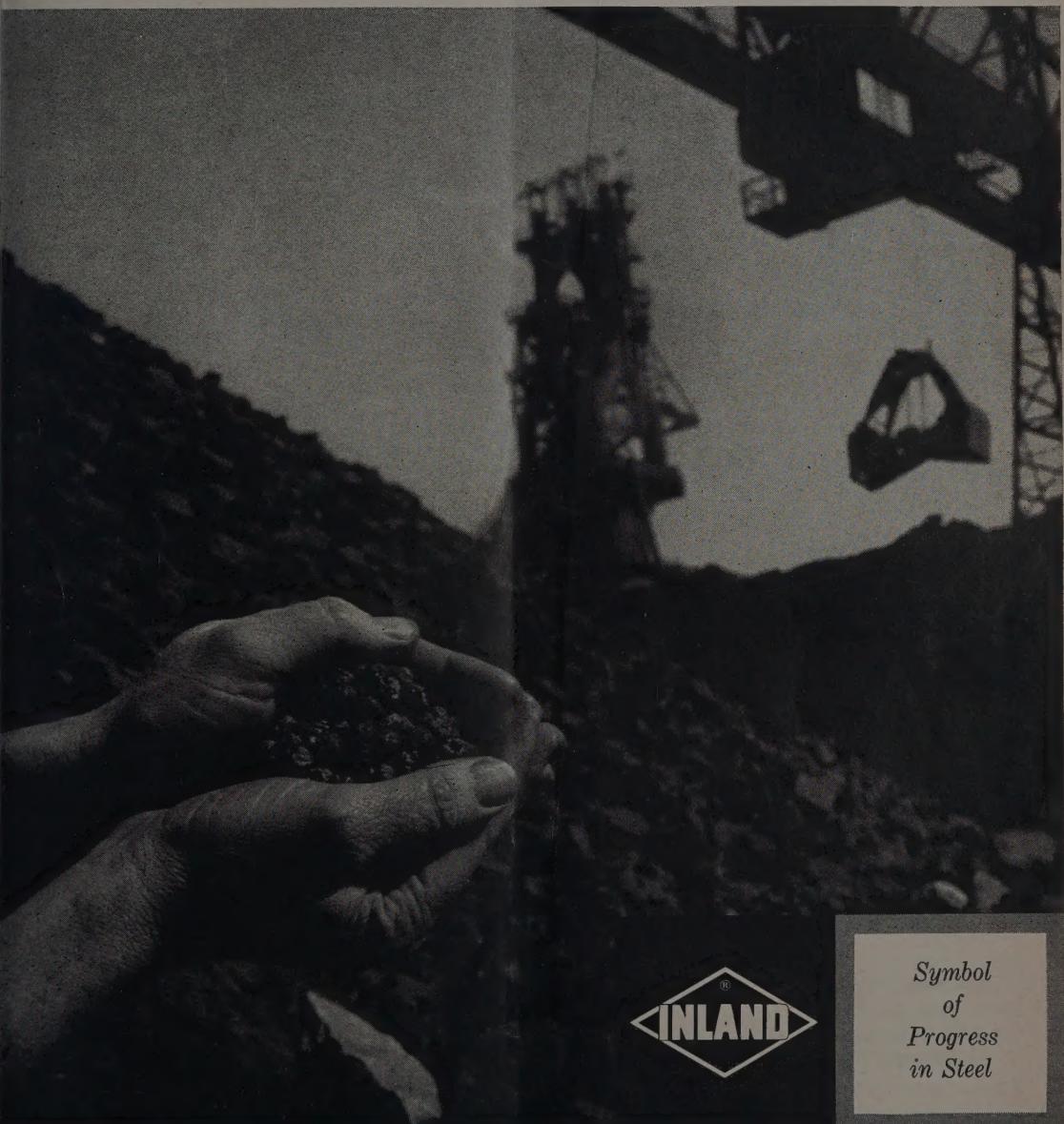
City _____ Zone _____

Telephone _____

Position _____

Steel Seeds

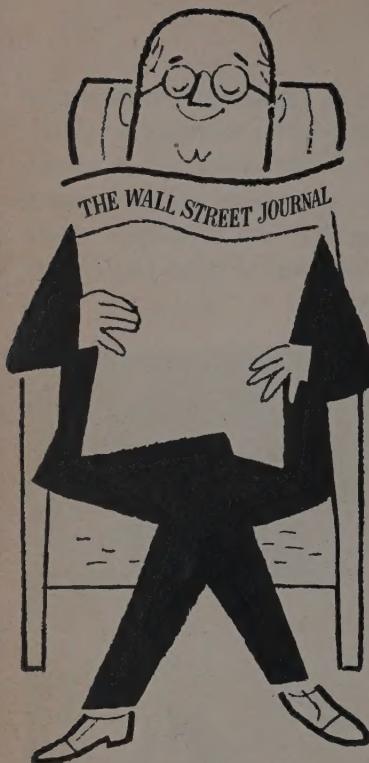
These "seeds" are actually pellets made from jasper iron ore. They're significant because they present an important new source of iron for Inland furnaces and, hence, for midwestern metallurgy. Once considered to be of no metallurgical usefulness because of low iron content, northern Michigan jasper has assumed new value as steelmen have learned to improve on nature through beneficiation processes. These pellets, for example, assay as high as 65% iron. Though iron ore supply may seem remote from your everyday problems, it is in the forefront of Inland's thinking we plan ahead to serve better the needs of midwestern steel users.



Symbol
of
Progress
in Steel

INLAND STEEL COMPANY • 38 South Dearborn Street • Chicago 3, Illinois

Sales Offices: Chicago • Milwaukee • St. Paul • Davenport • St. Louis • Kansas City • Indianapolis • Detroit • New York



By Jove! Splendid news!

Now there are two

United "Executives"...

for-men-only

nonstops to New York



"The 5 o'Clock Executive"—

then one-half hour later the

"5:30 P.M. Executive."

For reservations on either
of these popular dinner flights
from Midway to LaGuardia,
call UNITED AIR LINES at

Financial 6-5700,
or an authorized travel agent.

statistics of...

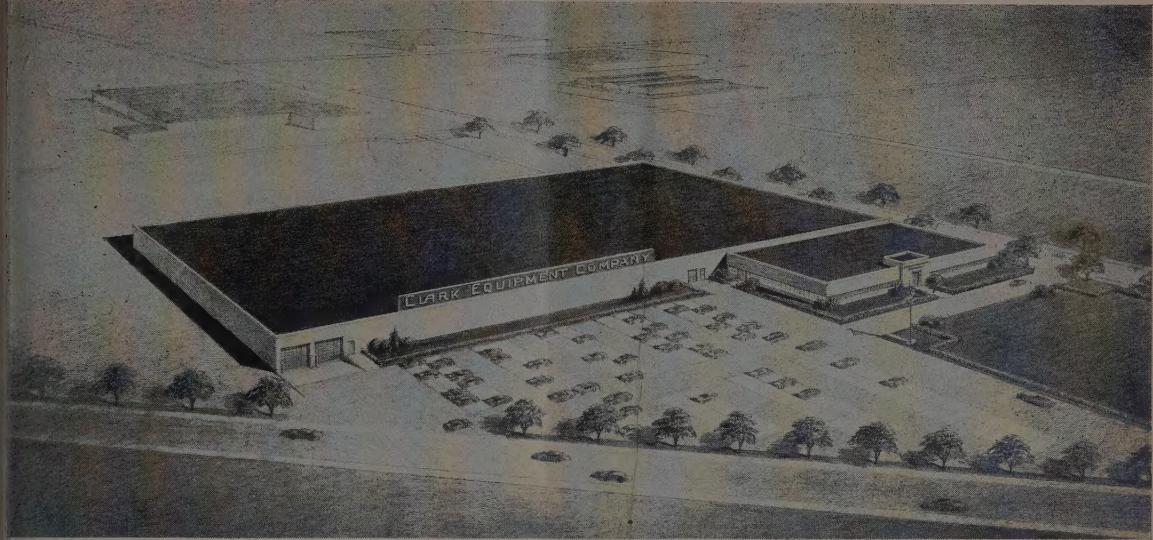
Chicago Business

	August, 1957	July, 1957	August, 1956
Contracts awarded on building projects, Cook Co. cost (F. W. Dodge Corp.)	\$ 62,457,000	\$ 59,360,000	\$ 87,515,000
Real estate transfers, Cook Co. Consideration	7,198	7,539	9,046
Bank clearings, Chicago	\$ 4,819,249,004	\$ 5,163,975,500	\$ 4,410,480,000
Bank debits to individual accounts: 7th Federal Reserve District Chicago only (Federal Reserve Board)	\$29,055,000,000	\$29,315,000,000	\$26,945,000,000
Bank loans (outstanding) Chicago weekly reporting banks	\$ 4,239,000,000	\$ 4,233,000,000	\$ 3,834,000,000
Midwest Stock Exchange transactions: Number of shares traded Market value of shares traded	2,047,718	2,351,967	2,214,452
72,706,940	\$ 86,871,599	\$ 80,452,000	
Railway express shipments, Chicago area	751,859		918,000
Air express shipments, Chicago area	80,311		95,000
L.C.L. merchandise cars, Chicago area	14,157	14,180	18,000
Electric power production, kwh, Comm. Ed. Co.	1,758,149,000	1,689,673,000	1,655,537,000
Industrial gas sales, therms, Chicago	12,663,332	13,053,234	12,913,000
Steel production (net tons), metropolitan area	1,736,000	1,716,300	1,421,000
Revenue passengers carried by Chicago Transit Authority lines: Surface division Rapid transit division	36,715,080	36,585,510	40,779,000
8,988,211	8,830,083	9,682,000	
Postal receipts, Chicago*	\$ 10,893,818	\$ 12,260,742	
Air passengers, Chicago airports: Arrivals Departures	497,730	459,359	399,321
510,518	483,014		
Consumers' Price Index (1947-49=100), Chicago	124.1	124.1	124.1
Unemployment compensation claimants, Cook & DuPage counties	33,894	38,366	30,000
Families on relief rolls: Cook County Other Illinois counties	21,484	21,613	21,122
12,224	12,298		

*Postal Department now reports in four-week rather than monthly periods. Comparable figure for 1956 is not available.

November, 1957, Tax Calendar

Date Due	Tax	Returnable to
1	Renew city business licenses which expired October 31, 1957	City Collector
15	Illinois Retailers' Occupation Tax and MROT return and payment for month of October	Dept. of Rev. (Ill.)
15	If total Income and Social Security taxes (O.A.B.) withheld from employee plus employer's contribution in October exceed \$100, pay amount to	Authorized Depositor



Rendering of New Plant now under construction for Clark Equipment Co.

Eighth New Plant Located in Clearing's 73rd Street District

73rd Street and Cicero Avenue

A NEW MODERN DISTRICT
FOR MODERN PLANTS

Choice Sites Available

Clearing Industrial District, Inc., has four modern industrial districts in the Chicago area. The company offers the services of a complete engineering and construction department, architect and financing on either a long term lease or purchase contract; in short, every detail toward a completed project.

For further details address inquiries to "Clearing Industrial District, Inc., 38 South Dearborn Street, Chicago 3" or call RAndolph 6-0135.

CLEARING INDUSTRIAL DISTRICT, Inc.

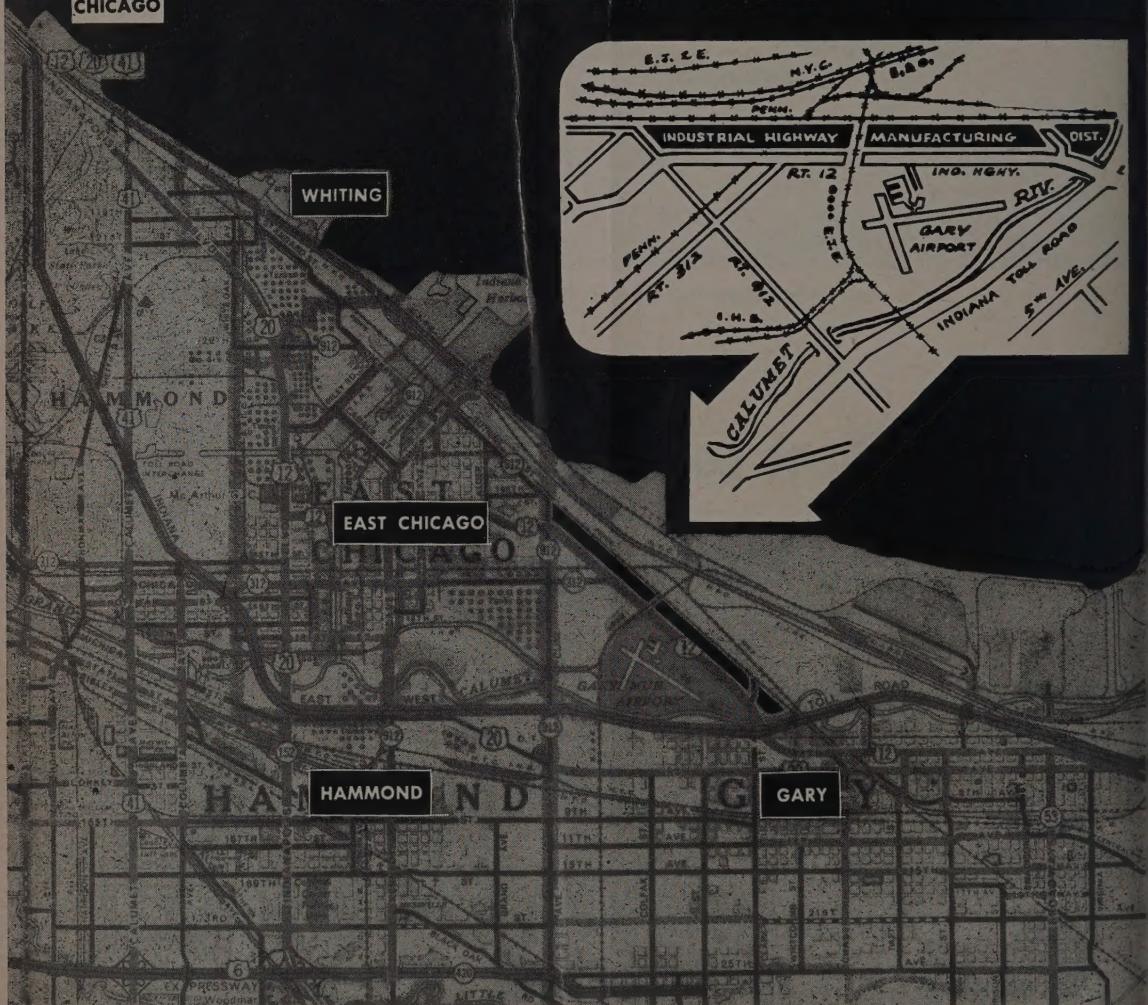
FIRST NATIONAL BANK BUILDING

CHICAGO 3, ILLINOIS

CHOICE INDUSTRIAL SITES

Available Now

CHICAGO



INDUSTRIAL SITES NOW AVAILABLE . . . If locating in the heart of the fastest-growing industrial area in the country — is of importance to you, then look into the many advantages offered in THE INDUSTRIAL-HIGHWAY MFG. DISTRICT.

We will design and construct a plant tailored to your needs for purchase or long-term lease.

THE EDWARD
GRAY
 CORPORATION
FORMERLY CHICAGO CONCRETE BREAKING CO.

2233 AVENUE "O", CHICAGO 33, ILL.

TELEPHONE BAYPORT 1-8400

COMMERCE

Magazine

**Published since 1904 . . . by the
Chicago Association of Commerce
and Industry • 1 North La Salle St.,
Chicago 2, Ill. • Franklin 2-7700**

October, 1957

Volume 54

Number 9

Contents

Inflation: Is It Here To Stay?	By Ezra Solomon	13
Labor's Latest Welfare Plan: Legal Care	By Mitchell Gordon	15
Chicago Faces the Challenge of Neighborhood Decay	By June Blythe	16
Poland 1957: A Chicagoan Tells What It's Like	By Frank F. Kolbe	18
Business Highlights In Pictures		20
Vending Machines Simplify Employee Feeding Problems	By Phil Hirsch	22

Regular Features

Statistics of Chicago Business	2
The Editor's Page	7
Here, There and Everywhere	8
Trends in Finance and Business	10
Industrial Developments in the Chicago Area	33
Transportation and Traffic	37
Chicago Ship Sailings	42
Stop Me — If	48



Alan Sturdy, Editor

Tom Callahan, Associate Editor

Gordon Rice, Advertising Manager

Published monthly by The Chicago Association of Commerce and Industry, with offices at James and North Cook Streets, Barrington, Ill., and 1 North LaSalle Street, Chicago 2, Ill. Subscription rates: domestic \$3.50 a year; three years \$7.50; foreign \$4.50 a year; single copies 55 cents. Reentered as second class matter June 2, 1948, at the Post Office at Barrington, Ill., under the act of March 3, 1879. Copyright 1957 by the Chicago Association of Commerce and Industry. Reprint permission on request. Executive and Editorial Offices: 1 North LaSalle St., Chicago, Telephone Franklin 2-7700. Neither Commerce nor The Chicago Association of Commerce and Industry sponsors or is committed to the views expressed by authors. Cover design copyrighted.

POSTMASTERS ATTENTION: Copies returned under labels Form
579 should be sent to 1 North LaSalle Street, Chicago 2, Illinois.

**Our
Cover**

Chicago is going to have a new hotel, the first to be constructed in the city in more than 25 years. It will occupy the 40-story building under construction at 63-73 East Wacker Drive. Scheduled to open in November, 1958, the hotel will be called "Executive House." It will be managed in conjunction with the Condado hotel chain, which includes hosteries in San Juan and Barranquitas, Puerto Rico; Havana, Cuba; and other locations in the Caribbean, according to Morris R. DeWoskin, president of the chain.

The small picture on our cover shows Mr. DeWoskin (right) signing a forty year lease for the building with George S. Lurie, realtor. Originally planned as a near-the-loop apartment house, the building will, under the present plan, be a complete hotel operation, with leases for both furnished and unfurnished apartments accounting for about 30 per cent of occupancy. The remainder will be devoted to transient guests.

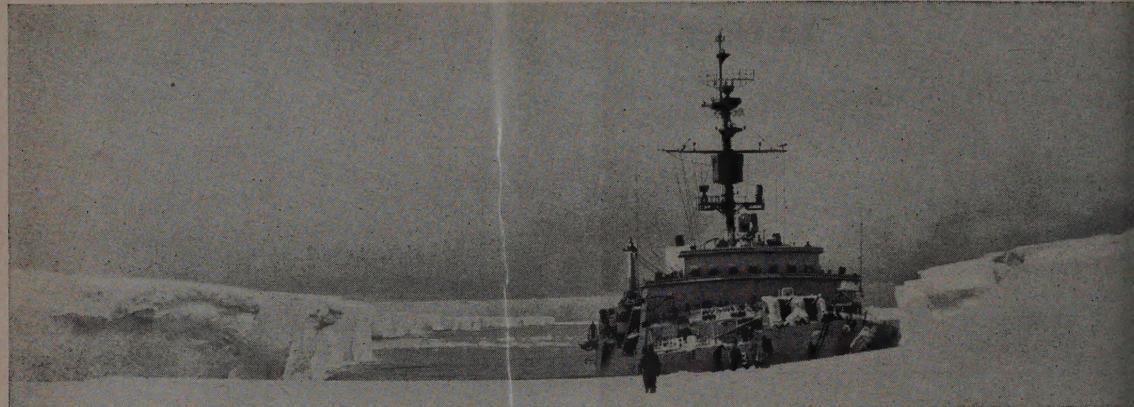
Rates for single units will range from \$10 to \$15 a day; double occupancy will run about \$4 higher. Apartment rents will start at \$250 a month (unfurnished).

"Executive House will give Chicago a type of hotel it has never had before. There is an increasing trend among executives to travel with their families and the usual hotel accommodation does not afford the 'comforts of home' required by wives and children. All suites in Executive House will have a semi-residential quality," Mr. DeWoskin said.

There will be no commercial tenants or offices in Executive House. A 200-car, bi-level, drive-in garage; a deluxe restaurant and bar; and a private club under consideration for the top two floors are the only non-residential facilities planned for the hotel. Also projected is a heliport atop the hotel.

The fully air-conditioned hotel will have 448 units, each with a 12.5 by 20 foot studio-living room, kitchenette, private bath and shower, and balcony. Many units also will include a bedroom. All suites will have radio and television. The balconies will measure 6 by 20 feet.

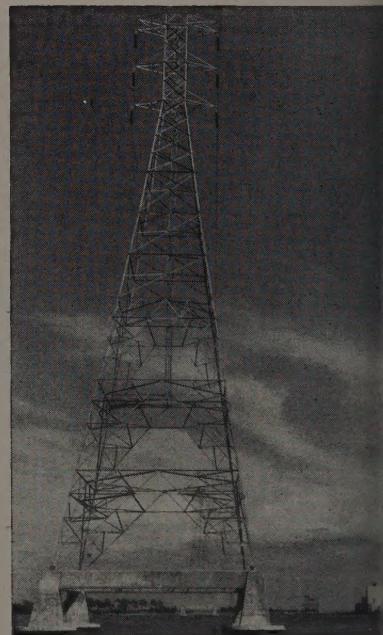
Only STEEL can do so many jobs so well



Operation Deep Freeze. Last year, to prepare Antarctic base sites for the present International Geophysical Year, U. S. Navy Task Force 43 made an almost complete circle around Antarctica. Lead vessel was the USS Glacier, powerful pride of the Navy's icebreaker fleet. In this startling picture, the Glacier pokes her tough steel nose into the desolate Atka Bay ice barrier so that scientists and Navy men can reconnoiter and plant the American flag.



The Finest Printing is Done on Clay. High-gloss papers (called enamel-coated) are covered with a thin coating of smooth, hard, lustrous clay to keep printing inks from being absorbed into the paper fibers. That clay is mixed in tanks like this one. Tanks are stainless steel because nothing else can withstand the grinding action of the clay and at the same time keep it pure and white. In fact, this stainless tank has lasted seven times as long as the previous non-stainless tank.



High Line At Low Cost. These gigantic electrical transmission towers are 198 feet high—because they must provide 100 feet clearance for ships passing underneath Old Tampa Bay, Florida. By using a specific grade of USS MAN-TEN High Strength Steel, 6 tons were trimmed off the weight of each tower. The total money saving for four towers amounted to \$7,200 . . . far more than the slight extra cost of the high strength steel. Another job well done with steel!

UNITED STATES STEEL



American Bridge . . . American Steel & Wire and Cyclone Fence . . . Columbia-Geneva Steel
Consolidated Western Steel . . . Gerrard Steel Strapping . . . National Tube . . . Oil Well Supply
Tennessee Coal & Iron . . . United States Steel Homes . . . United States Steel Products
United States Steel Supply . . . Divisions of United States Steel Corporation, Pittsburgh
Union Supply Company . . . United States Steel Export Company . . . Universal Atlas Cement Company

USS and MAN-TEN are registered trademarks of United States Steel

Watch the *United States Steel Hour* on TV every other Wednesday (10 p.m. Eastern time).

The Editor's Page

Strange But True

A tax law can actually cost the government money. Strange as this statement may seem, the authority for it is none other than Edward R. Jelsma, director of the Interstate Commerce Commission's Bureau of Transport Economics and Statistics.

According to Mr. Jelsma, the federal three per cent excise tax on freight transportation (a World War II emergency measure which is still on the books) cost the government \$24 million in lost revenues from the railroads alone during 1956.

Here's how: Last year, the government collected \$450 million from the freight excise tax. However, the tax is deducted from income by shippers as a business expense so the actual net return to the government was only \$247.5 million.

The excise tax, Mr. Jelsma continues, has been instrumental in leading many shippers to use private transportation. This transportation is officially estimated to have cost them \$4.3 billion last year. Polls show that, with repeal of the excise tax, the railroads would recapture about \$861.6 million of the business. Income taxes on this new rail income would total \$271.4 million — which is approximately \$24 million more than the excise tax netted the U. S. Treasury.

Mr. Jelsma's computation does not take into consideration the additional revenue that would come from other carriers if the excise tax were repealed. The chairman of the Interstate Commerce Commission, Owen Clarke, has said that the total loss to the government caused by the excise tax may be \$90 million.

Here is one tax the government just can't afford!

Long Needed Check

There has been a great deal of talk to the effect that the spending cuts the last Congress made will, in the end, produce very little real saving. This conclusion is based on the time-honored custom of government agencies exceeding their budget and then asking for and obtaining from Congress a deficiency appropriation.

Something new has been added, however, and this trick may not work so well in the future. Under a recent amendment, the law which previously was vague as to responsibility, now places the responsibility for deficiencies squarely on the head of the

offending government agency. And Representative Cannon of the House Appropriations Committee has warned the executive branch that he means to make the amendment stick. Referring to "those disgruntled spenders, booted away from the public trough, who sarcastically assert" that much of the money saved by budget cuts will be restored in the next session by deficiency bills, Representative Cannon said:

"To give a government agency a definite amount for the year and let them spend the money in less than a year and come back and tell us the money is gone, and they will have to have a supplemental appropriation is to permit the departments to appropriate . . ."

"Congress . . . has provided the amount of money it deems sufficient for the year. And Congress expects that amount to cover the year's expense of operation. If any government agency, in its superior wisdom, decides that it knows more about that than Congress, it is in for a rude awakening. The country is demanding economy, and it is high time someone in Washington gave heed to that very reasonable demand."

If heeded, Representative Cannon's words, which could hardly be more blunt, can mean several billions in savings for the nation's weary taxpayers.

Worth A Try?

The nickel is not yet obsolete. This encouraging news on the state of inflation is based on a survey conducted by the National Association of Variety Stores.

In the 25 departments that make up the average variety store, the NAVS learned there are 935 articles bearing a five cent price tag or less. They range from shoe laces and thimbles to chewing gum and powder puffs. Some oldtime nickel items have moved up to the 10 cent level but they have been replaced by a number of newcomers in the nickel area, says the NAVS.

The foregoing news should be of dollars and cents value to every parent. Next time the young fry ask for a buck or two, just give them a nickel and send them off to the variety store with the good word that they can buy any one of 935 items their little hearts desire and see what happens.

Alan Sturdy

A. J. BOYNTON AND COMPANY

ENGINEERS AND TECHNICAL
COUNSELORS

A COMPETENT ENGINEERING ORGANIZATION, COMMITTED TO RENDERING ACCURATE AND EFFICIENT TECHNICAL SERVICE.

DESIGN OF PLANTS FOR PROCESS INDUSTRIES, BASED ON ECONOMICS OF PRODUCTION INCLUDING

LAYOUT STRUCTURES
EQUIPMENT AND AUXILIARIES

MATERIAL HANDLING
AUTOMATION

ECONOMICS AND DESIGN

FIXED AND MOBILE BRIDGES

PRODUCT DESIGN

MACHINE DESIGN

ENGINEERING
OFFICE AND FIELD

ELECTRICAL STRUCTURAL
MECHANICAL CIVIL

CHEMICAL SANITARY

METALLURGICAL

109 N. WABASH AVE., CHICAGO
TELEPHONE: CENTRAL 6-8442

THE EDGE of GREATNESS KNOX



Custom Edge

FINE QUALITY FELTS

\$15 and \$20.00

Others \$10.95 and \$12.95

BEACHEY & LAWLOR

Established 1898

114 WEST ADAMS ST. FIELD BUILDING
CHICAGO 3 STATE 2-5559

Here...There... and Everywhere

• **Annual Heart-in-Industry Conference** — "Living with Your Job" will be the theme of the Gustav Freund II Memorial Heart-in-Industry Conference to be jointly sponsored by the Chicago Heart Association and the Chicago Association of Commerce and Industry. The day-long conference will be held October 11 in the Morrison Hotel. It will focus attention on the emotional factors that produce the stresses of life, how these relate to health, and how problems arising in this area can be handled in industry.

• **Family Income Rises** — Half of all American families had a total income of \$4,783 or more in 1956, an increase of eight per cent from 1955 according to the Bureau of Census. The median for city dwellers moved up from \$4,840 to \$5,221. For rural nonfarmers it jumped from \$4,328 to \$4,619 and for farmers it moved from \$2,111 to \$2,371. Of the country's 43 million families, 3.5 million, or about eight per cent, had incomes of \$10,000 or more in 1956 and 900,000, about two per cent, had incomes of \$15,000 and up.

• **Profile of a President** — The "typical" company president — among a group of 335 recently surveyed by the American Management Association — is an energetic man who works 10 to 15 hours beyond his company's normal work week; spends six or seven weeks a year traveling on business; and has a hard time finding enough hours for his wife and two or three children, golf, reading, and community service. He is about 50 years old, earns an average of \$68,000 a year, owns his own home and two or more cars.

• **Not a Dog's World** — Man's best friend is slightly outnumbered by Tabby, a study of the habit and habitats of pets in the U. S. reveals.

There are 27 million cats and million dogs. The South has a considerably higher average of pet ownership than other sections; its per cent of the country's families harbor 38 per cent of the nation's dogs and 36 per cent of its cats.

• **Automatic Post Office** — National Bureau of Standards is developing prototypes of machines for sorting first-class mail. This may be in operation next year. A memory system under development will memorize the distribution scheme of a city and then be able to look up any address in even the largest city in about 1/20th of a second.

• **Panama's Shrimp Boats Coming** — Panama's new shrimp industry, currently exporting at the rate of about \$5 million a year, will be considerably increased by construction of a new fleet of shrimp boats in Panama. At present, Mexico is by far the biggest shrimp exporter with its heavy catches in the Gulf of Mexico, but the Pacific fisheries of Panama and Ecuador are beginning to come up, according to Vision Incorporated.

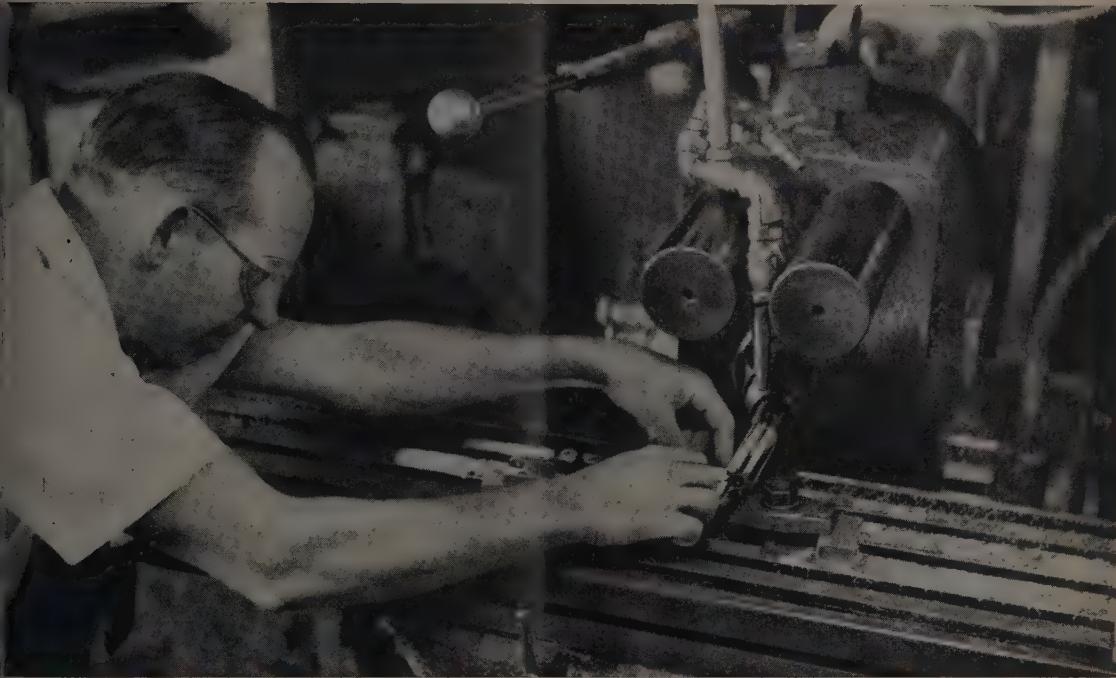
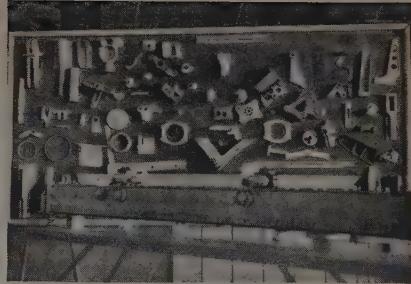
• **Electronic Stenographer** — tireless "electronic stenograph" capable of a multimillion-word dictation output has been developed according to the monthly publication Television Shares Management Corporation. The device, manufactured by the Stromberg-Carlson division of General Dynamics Corporation, capable of turning out as much as 10,000 words every 24 hours as 9,000 stenographers working 3,000 to the shift on a three shift basis. Called a computer readout, the device will be used in conjunction with a Remington Rand LAC computer and is reputedly 50 per cent faster than any comparable

(Continued on page 34)



◀ Aerocycle, a one-man helicopter now being tested by the U. S. Army, is one of the many aircraft for which Aeroaffiliates machines precision parts.

Some Examples of Aeroaffiliates' Work. All require fine tolerances and excellent finish. All were made with the help of Cities Service Chillo Cutting Oils.



"Fine Tolerances! Excellent Tool Life! With Cities Service Chillo Cutting Oil"

In probably no other machining operation are the tolerances so fine, the requirements so demanding as in aircraft work . . . especially when it's for the U. S. Army or Air Force.

But it is on such work that Aeroaffiliates, Inc. of Fort Worth, Texas, has become famous.

Every day, Aeroaffiliates employees must work with tolerances as fine as .0001, and their products must have an unusually good finish . . . so good that they are measured by a special gauge before the aircraft industry will accept them.

Obviously, this could play havoc with tool life

. . . "but thanks to Cities Service Chillo Cutting Oils, tool life and finish are the best ever," says Aeroaffiliates. "These cutting oils are equalled only by the help we receive from the Cities Service Lubrication Engineer, a man whose knowledge and help we greatly value."

Whatever *your* type of machining operation, there's a Cities Service cutting oil tailored precisely for it . . . and a Cities Service Lubrication Engineer to help you choose it. Call him in this week. Or write: Cities Service Oil Company, Sixty Wall Tower, New York 5, N. Y.

CITIES  **SERVICE**
QUALITY PETROLEUM PRODUCTS

**NEED
WORKING CAPITAL
FOR HIGHER PROFITS?**

**TALCOTT
HAS THE ANSWER**

Cash advanced
on revolving
fund basis on your
accounts receivable,
inventories and
machinery

· · · ·
**Installment and
lease sales**

· · · ·
Factoring

· · · ·
\$50,000 to Millions

JAMES TALCOTT, INC.

FOUNDED 1854

209 S. LA SALLE ST. CHICAGO 4

Financial 6-1444

NEW YORK

DETROIT



Trends... in Finance and Business

• **Jobs for Liberal Art Graduates**

—Business and industry have found a new source of talent. For years now they have been recruiting college students with Bachelors' degrees. Recently, however, they have begun to recruit liberal arts students working for their Masters and Doctor of Philosophy degrees. The result is that liberal arts students with M.A. and Ph.D. degrees who formerly had virtually no choice other than to become teachers now can find lucrative jobs with large corporations.

The surprising thing about this emerging trend is not that some students with advanced degrees are lured into well-paying jobs in private enterprise, but that so many of them persist in entering the teaching profession. This is true even though the salaries offered teachers are considerably lower than those paid by business and industry.

But the new trend is likely to sharpen the competition for teachers, and to force an increase in the salaries paid to them. Starting salaries in industry for these advanced degree students are between \$7,000 and \$9,000 a year. The current average starting salary for teachers of history, English, sociology and other subjects in the liberal arts ranges between \$4,200 and \$4,500.

As a result of this trend, says Mrs. Margaret W. Armstrong, supervisor of teacher placement at Yale University, the competition for people qualified to teach is intensifying. Although the number of people entering the teaching profession actually is increasing, the demand is already so great at the elementary and secondary levels, and will soon be so great at the college level that the estimated increase in the number entering the teaching profession is expected to fall far short of the re-

quirements, she explains. The source of competition intensifies situation.

• **U. S. Bank Resources**

Combined resources of all United States banks have increased from \$8 billion since June, 1956, according to the Rand McNally International Bankers Directory. The directory shows the consolidated capitulation of bank resources from June, 1957, to be \$249.3 billion compared with \$241.5 billion end of June, 1956.

The directory also shows that individuals and corporations are continuing to borrow from banks faster rate than they increase deposits. Bank loans for the period being reported rose from \$10 billion to \$115 billion, the highest in American banking history, while deposits increased only about \$1 billion, from \$218 billion to \$229 billion.

The trend toward increased mergers, consolidations, and bank branches continued during 1957. At June 30, 1957, there were 11,100 banks in the United States, Alaska and Hawaii—87 fewer than a year earlier. The number of branches increased from 7,791 to 8,334.

• **Jobless Benefits Boosted**

Jobless benefits were raised in half of the states during this year, according to Commerce Clearing House. A state-by-state survey of recent unemployment legislation reveals that 23 states boosted the maximum benefits available to the jobless by an average of \$5 a week, and another state provided a larger increase by increasing the duration of payments.

These pay increases ranged

(Continued on page 40)

**FERREL M. BEAN
and
ASSOCIATES, INC.**

Pension — Profit Sharing
Employee Incentive Plans

39 South LaSalle Street
Chicago 3, Illinois
RAndolph 6-9340

MEMORIALS to the Heart Fund are tax deductible. They help heart research. They are very greatly appreciated. Also bequests.

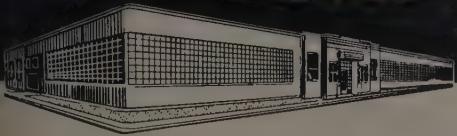
Booklet on request

**CHICAGO HEART
ASSOCIATION**

69 W. Washington St.
Chicago 2, Ill.

When is the best TIME to FINANCE?

When earnings and prospects are good
and while market conditions are favorable
and WELL BEFORE YOU MUST.



What is the best WAY to FINANCE?



Tax-Saving Sale Lease-Back?

Corporate Loan of \$100,000 or more?

Mortgage Loan of \$50,000 or more?

Are you financing an apartment building, hotel or motel . . . a retail store or shopping center . . . a factory or office building?

Does your company require re-financing of existing short term loans . . . or 10-year and longer financing for larger plant facilities . . . or purchase of additional companies? Proper financing of such requirements can result in lower costs and greater savings.

*Important
TAX SAVINGS
achieved by
SALE LEASE-BACKS*

You obtain a 100% cash sale price at today's market value . . . and gain many favorable tax economies. It is a practical way of raising money without going to the bank or floating securities. This type of financing is a Gruetzmacher specialty.

*For Corporations . . .
DIRECT PLACEMENT
LOANS*

are the answer. Loans from \$100,000 and upwards are available at low insurance company interest rates to qualifying corporate borrowers.

Whatever Your Problem . . .

let Gruetzmacher help you. Call or write for free information.

A. H. GRUETZMACHER & CO.

39 South LaSalle Street • Chicago 3, Illinois • Financial 6-4137

GEORGE F. GERK, President

Member: Mortgage Bankers Association of America





Inflation: Is It Here To Stay?

By EZRA SOLOMON

**Here is a concise analysis of the outlook for inflation
and business activity in the future**

HAT causes inflation? What can be done about it? What is the outlook for inflation business activity in the future? The standard explanation for inflation emphasizes the demand side of the economic equation. In this view, a general rise in prices is caused by too much demand chasing after few goods and services. The standard prescription for the malady is to stem the forces of demand—especially through restricting credit and money.

According to a lot of people, the recent inflation we have been having is a new and different phenomenon. It is supposed to start on the supply side of the economy. Rising costs, especially rising wages are supposed to push prices up. Most recent discussions of inflation in the press and by business leaders and economists have been stated almost entirely in terms of this cost-push factor. The role of demand has been almost completely neglected.

The author is professor of Finance at the University of Chicago. This article was adapted from his address at the Lawyers' Club sponsored by the Chicago Title & Trust Company.

Shoppers will find some prices rising—especially the prices of services to consumers—but the serious pressure of overall demand will ease over the next 12 months.

This is more than a simple change in theory. It has widespread and important implications.

One implication of the cost-push explanation is that the traditional restrictive monetary measures are worse than useless against modern inflation. They are useless because they affect demand and demand is not the culprit. They are worse than useless because an important consequence of restrictive monetary policy is a rise in interest rates. Since interest is an element of cost, this rise in costs pushes the price-level up even faster.

Second Implication

A second implication is that a creeping inflation is inevitable because of institutional arrangements in our modern economy. Industry-wide wage bargaining; cost of living and other escalator clauses in wage contracts; cost-plus pricing arrangements; parity prices for agriculture, all tend to keep costs and prices creeping upward.

The third and perhaps most important implication is that we should learn to live with this sort of creeping inflation and not take restrictive monetary action to curb it. All we need in order to keep inflation in harness is reasonable re-

straint on the part of unions and big business.

The cost-push explanation is misleading and its implications are unjustified and dangerous. Demand is still the most important factor underlying inflation. Without the pull of monetary demand prices in general cannot rise, and sporadic rises that do take place cannot be sustained.

Rising costs are obviously an important factor because they hasten the inflationary spiral directly and indirectly. The important effect is the indirect one. One party's costs are another party's income receipts. When costs rise, income receipts rise and this in turn leads to a rise in demand and expenditures. Nobody denies the importance of costs as a factor in inflation. The important point is that demand—demand backed by money—must be there at all times in order to keep goods and services moving at successively higher price levels. The cost-push explanation ignores this vital point.

In 20 peace-time years from 1897 to 1917 before institutional cost-push factors existed—wholesale prices rose at about 4.5 per cent per annum. Since 1947 with all the so-called cost-push factors in full swing, wholesale prices have risen less than two per cent per annum.

During the past 12 or 18 months, the price level of durable producer goods—for which there has been a very heavy demand—has risen a lot more than the price level of consumer durable goods for which demand has been relatively slack. Although wages and costs have gone up about as much in each industry, construction machinery and equipment prices have risen about eight per cent per annum whereas household durable goods have risen only about three per cent.

If all that is needed to produce an inflationary rise is a rise in costs, why didn't we try this simple remedy during the Great Depression of the 1930's when deflation was our chief enemy?

One implication suggested by the cost-push theory is that tight monetary policy and rising interest rates is the wrong medicine for inflation because interest is a cost and higher costs lead to higher prices. This analysis confuses cause and effect. The purpose of a tight monetary policy is to stem demand by cutting down on the supply of credit. Since a lot of the demand in our economy is financed by credit, tight money and tight credit is anti-inflationary. The cost effect is a negligible by-product of this process. Even in the case of public utilities where interest costs may have some importance, interest charges come to less than five per cent of total costs. The restrictive effect of tight money and higher interest rates on demand overwhelms any cost-push effect it might have.

How to Stop Inflation

Can we prevent inflation? The answer is a clear-cut yes. The federal government through its budgeting policy and through its monetary arm—the Federal Reserve System—has the power to stop a general rise in prices. It can do so with or without the co-operation of business and labor unions and it can do so in spite of all the so-called cost-push factors that have been built into our economic system. It can do so by raising taxes or by cutting federal expenditures. It can also force the banking system to reduce the volume of loans and investments, and make money and credit as tight as it chooses through Federal Reserve policies. In the face of these restric-



Ezra Solomon

tive pressures inflation can be brought to a quick halt.

Two questions arise. Why have they not done so in the past two years? Should they have done so? There are good answers to both questions.

Employment and Growth

Price stability is only one of the goals of overall economic policy. Another important goal is the promotion of maximum employment and growth. Inflation is only one hazard. Unemployment is also a hazard. There exists some degree of monetary and fiscal ease or stringency which will keep us exactly between these two hazards and exactly on the path of noninflationary full employment. Ideally we would like to have the economy poised forever on this midway path—on the brink of inflation, so to speak but without an actual rise in prices.

Now this ideal position can be aimed at but it cannot be perfectly and continuously maintained because the steering mechanism of economic policy is not a simple or exact device. A free economy the size of ours generates many forces that swing it off the ideal path in one direction or the other—sometimes toward inflation—sometimes toward unemployment. Policy must attempt to correct for these forces—but it must not over-correct or it will push the economy toward the opposite hazard.

The recent inflation is a good example of how difficult it is to achieve perfect corrective action. In the first place there is the difficulty of fore-

casting the future accurately in order to know which kind of corrective is necessary and how much of it should be applied. Everybody is against inflation—but how many people were now complain about it were sure in 1954 and 1955 that our problem in 1956 and 1957 would be inflation and not unemployment?

In the second place there are time lags and other loose links between policy action and its impact on the economy. The effect of monetary stringency can be partially offset and has been partially offset during the past two years through better management and more efficient utilization of available credit and money.

If the credit authorities had been told that their only responsibility was to prevent a rise in prices they could have done so quite easily by taking drastic counter-inflationary action in early 1955. But action drastic enough to make perfectly sure that prices did not rise would have prevented the rise in employment and output we have enjoyed since 1955. When the chips are down, it is clear that most of the American economy regards unemployment as an even greater hazard than inflation.

Will we prevent a steady upward creep in the price level in the long run future? No—it is not likely unless we will. The underlying forces of growth and the process of competition are such that over the next 10 years the general price level is likely to move upwards.

Inflation Less Important

At the first sign of a weakening in demand and an increase in unemployment, inflation loses its position as public enemy number one. During a recession, most groups in the economy—including those who will be hurt by inflation—want a recession cured. Measures that end a recession are measures that prevent a fall in prices. These measures—like easy money, tax cuts or increased federal spending—also create a new base on which a further rise in prices can be built. In this way it should be possible to reverse the policies as soon as a recession is licked. But who has the courage to rule that a recession has been completely licked even after recovery has begun?

The current wave of infla-

(Continued on page 38)

Labor's Latest Welfare

Plan: Legal Care

By MITCHELL GORDON

SOMETIMES toward the middle of this month officials of six Los Angeles catering unions closet themselves in negotiations with their management counterparts the purpose of drawing up a new or contract to replace one due to expire January 15, 1958. That conference more than likely will write history — of a kind that may easily affect a great many other employers and workers throughout the nation, not just in the hotel, restaurant and bar business, but in a wide variety of other service and manufacturing industries as well.

The labor group that would blaze the trail is known as the Los Angeles Joint Board of Hotel and Restaurant Employees. Headed by caterer dishwasher John L. Cooper, the board bargains on wages and welfare for some 21,000 of Los Angeles' waiters, waitresses, bartenders, cooks, kitchen and hotel employees. The plan Mr. Cooper means to push on their behalf this year has to do with the contribution by employers of approximately two cents per worker hour toward a fund that could meet legal expenses of union members.

Only For Legal Cost

Though it's intended principally as a means of combatting economic catastrophe caused by unexpected misfortune, somewhat in the manner of the group health insurance plans, the legal aid plan envisaged by Mr. Cooper and his colleagues would also have the fund finance plaintiff actions — where the employee is doing the suing — and defend him in criminal as well as civil action. In no case, however,

would the fund be used to pay fines or other penalties. It's designed to cover legal costs only, though these, of course, could be steep enough in themselves.

Says Mr. Cooper: "We mean to give economic reality to the legal concept 'equality under the law.' Today," says he, "this concept is applicable only to those Americans who have funds to retain competent legal counsel." If Mr. Cooper achieves this high-sounding objective, Los Angeles restaurant and hotel men, bar and night club operators starting in 1958 will fall indirectly responsible for court costs arising from the suit of a neighbor against a chef for his son's baseball shattering a window, for the broken leg suffered at the home of a bartender by a guest who slid on a slippery patio, or for the squabble that's led to divorce action on the part of a waiter's wife.

These employers will also be responsible — or rather, the fund they finance will — for the speeding of an employee on a freeway or his defense against a charge of assault and battery off the job. The fund, as presently projected, would also pick up court and counsel fees for the employee's institution of a suit, say, against a tenant for failing to pay the month's rent on a dwelling unit that employee happened to own or simply to finance legal action against an individual an employee felt had slandered or libeled him.

Despite the rather sweeping scope — and radical nature of the scheme — there's better than a 50-50 chance employers will be going along with it, management representatives concede. As one of them puts it: "What can we do? We may try to fight it,

but in the long run the union pretty well has its way." Union officials are confident they will realize their legal-aid goal, too, because, as one of them explains, "We don't negotiate separately for wages and welfare, but rather for an entire wage packet. So it really doesn't make much difference to the employer whether the two cents go into wages or into a fund to finance legal aid." Unions that negotiate separately on each, he concedes, could have a tougher time of it.

The legal aid plan has been under preliminary labor-management discussion for some months now. Last May, for example, labor officials, management representatives, and a number of local legal experts, such as Dr. Robert Kingsley, Dean of the University of Southern California Law School, and William B. McKesson, Los Angeles District Attorney, held a day-long session on legal aspects of the scheme and its feasibility. Consensus: the plan is pock-marked with problems, not the least of them economic — but perhaps none that couldn't be overcome if certain limitations on its application were established. The extent to which the union is willing to go along on these limitations will no doubt be determined in the negotiations that get under way this month.

Other Unions Interested

Results of these negotiations will be watched with great interest throughout the country. The Los Angeles union's own parent body, for example, the 500,000-member Hotel and Restaurant Employees and Bartenders International Union headquartered in Cincinnati, might well adopt the scheme as a collective bargaining objective of its own. Other unions that have asked the Los Angeles group to keep them informed on the legal aid idea include the United Automobile, Aircraft & Agricultural Implements Workers of America; the United Steelworkers of America; and the International Association of Machinists. All of them, like the hotel and restaurant employees union, are affiliates of the A.F.L.-C.I.O.

Should legal care ever become as familiar a feature in labor contracts as group health insurance, the burden on employers — and, therefore,

(Continued on page 24)

Chicago Faces

29 community groups



Stone and foliage used to dress up house and yard

CHICAGO, source of the architecture that helped build the modern Metropolis, today is designing and testing the tools that may save the Metropolis from decay. While debate rages elsewhere over whether cities are obsolete, Chicagoans have set about determinedly to prove not only that the Metropolis can be rejuvenated, but that cities can offer positive values

unmatched by other social arrangements for living and working together.

The tools invented in Chicago, and since emulated and strengthened through state and federal law, are those of conservation. Charged with considerable powers to use these tools, and to stimulate their application by other city agencies and the citizenry, is the Community

Conservation Board of Chicago. The Board concerns itself with 24 communities, involving almost two million persons, or a little over half the city's population.

Conservation is being legitimized and financed by government because it had become apparent that the old approach of slum clearance, first conceived in a depression period of low costs and property values, could not do the job alone. President Eisenhower's Advisory Committee on Government Housing Policies and Programs estimated that to clear the nation's minimum of five million housing units requiring demolition would cost \$15 billion.

Concluded the committee, "If we continue only at a present rate of clearance and rely on demolition alone to eliminate slums, it will take us something over 200 years to finish the job. . . . It is obvious we must check the cycle of decay before slums are born."

As the name implies, conserva-



Before: street traffic congests the shopping district, slows transit movement

After: the interior district becomes a plaza for customers and faster, more efficient transit movement

The Challenge of Neighborhood Decay

ganize to fight spread of blight in established residential areas

By JUNE BLYTHE

laines many approaches, which include partial clearance, to re-sign neighborhoods to better accommodate the city's growth. A substantial number of Chicago leaders long have held that overcrowded living, jammed traffic arteries and sagging classrooms are symptoms of decline but of gains — more production, more commerce, more jobs and more people. The challenge, they feel, is to find methods of adapting and modernizing the city to keep pace with itself, so that it shall match both physically and logically its economic prowess.

Beginning of Conservation

Chicago's efforts to conserve its neighborhoods began almost 20 years ago with the organization in 1938 of America's oldest community planning group, the Southtown Planning Association. A year later came the Back of the Yards Neigh-

(Continued on page 41)



A new front on an old building in the Lincoln Park area



Before: unused streets and haphazard parking facilities add to confusion in shopping areas



After: streets no longer needed for traffic movement are converted into pedestrian arcades leading to parking



Frank F. Kolbe

Poland, 1957

He motored 2,000

By

FRANK F. KOLBE

The author, president of the United Electric Coal Companies, recently returned from Poland where he went as chairman of a committee of eight American coal experts to investigate Polish coal mines. The trip was made at the suggestion of the State Department who had previously sponsored a visit to the United States by a group of Polish coal mining executives and members of the coal mining administration. The committee was selected by the National Coal Association. The group made a thorough inspection of eight mines and had long talks with the operating personnel. Detailed discussions with the ministers in charge of coal planning, production, and transportation and with their staffs acquainted the committee with the varied and sometimes com-

plex phases of the industry. They were allowed to see everything they wanted to see and all of their questions were answered without restraint or reservation.

The committee arrived at Warsaw by way of Prague and then went to Katowice, which is in the center of the coal region (in southwestern Poland). The committee was in Poland for a little over two weeks. All of the committee's time was not taken up with the business of visiting coal mines. The Poles were very hospitable and provided a variety of entertainment, all of which included much feasting at numerous dinners and lunches arranged by the Ministry of Coal Mining. The following is a digest of some of Mr. Kolbe's personal observations.

After the other members of Warsaw, I engaged a car and driver and motored to Danzig through former Pomerania to Frankfurt an der Oder, and back to Berlin. My driver had come from Warsaw and spoke only Polish. Since I spoke no Polish, our conversation consisted of my telling him things in German and his telling me things in Polish; but somehow we managed to understand each other. I wanted to go to northern Poland, because in 1885 my parents came from the district near Kolberg in Pomerania west of Danzig, and I wanted to see the area in which they had lived.

Formerly this district was all German and largely Protestant while now it is entirely Polish. The Poles came from east of Warsaw, but



Skyline view of Warsaw



A market place outside Warsaw

A Chicagoan Tells What It's Like

miles and saw much rebuilding and rubble, perfect roads and poverty

seen over the district, and the churches are all Catholic. The farms all tilled, but the towns have not been rebuilt. All had suffered much destruction, and some were piles of rubble. Many reminded me of the pins in a bowling alley after a strike—all the center pins down and pins standing on each edge outside the path of the ball.

Roads in Good Shape

In my trip through northern Poland, I went where my fancy took me. The main roads of Poland are in very good condition. In 2,000 miles of travel, I never saw a hole. Some of this is due to light travel. There are only 43,000 passenger cars and 85,000 trucks registered in Poland. In northern Poland, I traveled a hundred miles without passing another passenger car.

The lack of plan in my travel

(Continued on page 26)



A rebuilt area in Danzig



Dunajec River in southern Poland



Excavating equipment in sandmining operation

Business



This was parched land a few years ago. Today the Milwaukee Road operates an 11-track freight yard embodying 8.4 miles of track on the site. Located at Othello, Washington, the facilities have a total capacity of 660 cars and can refrigerate 60 cars at a time from the platform (above)



Chicago will be the center of the world for metals scientist metal industry leaders November 2 through 8 when the holds several concurrent conferences here. But year 'round city is a leader in the industry as this cast aluminum assembly, the largest ever made, will attest. It was produced by a division of Howard Foundry Company in Chicago. Developed for guided missiles launching sites, it is 14 feet high and has a diameter of 10 feet



With the sale of this first policy to the Dale Huddlestun family of Westerville, Illinois, Allstate Insurance Company enters the life insurance business. Left: second from left, C. B. Kenney, president, presents Huddlestuns with their mortgage cancellation policy. Allstate is now in the life insurance business in Illinois and expects to be in three other states by the end of the year.

Highlights



Left, six-year-old Lei Lani Wolverton, Chicago's Easter Seal girl, uses a golden shovel to turn the first spadeful of earth for a new headquarters building (above) of the National Society for Crippled Children and Adults in Chicago. Among those attending were (left to right) : U. S. Congressman Charles Boyle; Dr. Karl A. Meyer, medical director of all Cook County Institutions; Walter E. Foss, designer of the building; Mrs. Bernice T. Van der Vries, consultant in legislation for the National Society; Stuart Stone, executive committee member, Illinois Association for the Crippled; and Theodore H. Wegener, president of the Society.



A Marine Corps sergeant gives a sheet of Asbestolux, a new lightweight, incombustible building board, a blast from a flamethrower. Made by North American Asbestos Corporation, the board is composed entirely of inorganic material and is said to be completely resistant to fire, heat, rot, mold, or vermin.



Dominic M. Salvino (left), a student of J. Sterling Morton High School, Cicero, Illinois, with the sharpening fixture he made which won him first prize and an outstanding achievement award in the machine shop division of the Ford Motor Company's 1957 Industrial Arts Awards Competition.



At any period of the day employees can get a snack or a meal

A FEW years ago, the idea of buying complete meals from vending machines was something for vendors to talk about at a convention, but little more than that. Today, thousands of plant and office workers, in companies large and small, are buying lunch from silent salesmen. The companies involved are more than routinely satisfied with this new wrinkle in mass feeding. For, not only are they providing their employees with wholesome, low-cost meals, but also they are doing it without the periodic, and usually expensive, subsidy that is almost always needed to operate a company cafeteria.

Vending machines are not exactly a novelty on the industrial scene, of course. For years, they've been dispensing cigarettes, candy, and similar snacks and sundries. But it wasn't until the beginning of 1956, when the first hot canned food machines appeared, that most vendors could offer their customers complete meals. For these machines provided a type of food item that couldn't be dispensed automatically before, except with expensive, specially designed equipment which usually required the vendor to have his own kitchen. One operator explains the situation this way:

"Until hot canned food machines came along, the bulk of the products we offered were the kind found at the gum and candy counter surrounding the cashier in the typical restaurant, or under the 'dessert' listing on the menu. Now, we've moved into the 'entree' and 'appetizer' sections as well. For the first time, we're able to dispense a wide variety of complete meals."

That vended meals represent a very real contribution to the art of mass feeding, especially industrial mass feeding, is clear from the experience of companies which are now relying entirely on the machines to provide meals for their employees.

Vending Machines Simplify

Hot or cold, snacks or meals vend

In 1955, according to the National Automatic Merchandising Association, there were fewer than 500 such plants in the country. And even in these installations, the selection often was pretty limited — i.e., a couple of kinds of soup and/or cold sandwiches. A year later, "Vend,"

the industry's leading trade magazine, estimated that 6,800 hot vending machines were in service dispensing such items as pork beans, Swiss steak, chicken à la beef stew, spaghetti and meat macaroni and cheese.

The soup selection provided

Airport Vending Service, Inc. "personalizes" its vending machine service by having hostess on duty during the lunch hour periods





A complete cafeteria in a minimum amount of space

Employe Feeding Problems

Machines provide around-the-clock service

By PHIL HIRSCH

nic illustration of the change. In 1955, about the only kind you could get from most vending machine installations was the powdered liquid concentrate variety, which

was mixed with water and heated in the machine, then dispensed into a paper cup. Since 1956, any type of soup capable of being put in a can has been available. The selection

hostess helps the vending machine customer by heating sandwiches; providing containers, napkins, and utensils

Vend Photo



has increased from less than half a dozen varieties to 25 or 30.

The cost of setting up and operating a conventional cafeteria is probably the major reason full-line feeding has caught on so rapidly. Says Bernard J. Kiley, president of Airport Vending Service, Inc., one of Chicago's major operators: "The average company dining room involves an initial investment of anywhere from \$50,000 to \$100,000 for food-preparation and serving equipment. By using a bank of vending machines instead, management saves this expense. The vendor puts up the money for the equipment he installs. All the company has to do is supply floor space and utility connections."

One of Kiley's early installations was at a large plant in a Chicago suburb where management has been paying "a couple of thousand dollars a year" in subsidies, Kiley reports, to keep its manually operated cafeteria from sinking into a sea of red ink. Since installing the vending machines, this drain on corporate funds has been completely eliminated, he adds. Equally important, company employees are quite happy with the food they're getting.

First Complete Meal

The first vendor in the country to offer complete meals was probably Automatic Merchandising Company, another Chicago concern, which also has a number of installations in Detroit. The firm went into automatic catering about three years ago, and today has some 45 installations. Significantly, two-thirds of them have been in service less than a year and a half. Says AMC Vice President William Fishman:

"A battery of vending machines usually can dispense complete meals much more efficiently than other mass-feeding systems in plants where:

(Continued on page 39)

Labor's Latest Welfare Plan

(Continued from page 15)

the pressure on prices of things they sell — could become formidable. Alexander Schullman, counsel for the Los Angeles hotel and restaurant employe group, calculates the total cost of the scheme at between \$25 million and \$30 million a year — once the idea is as widely accepted as health insurance is today, meaning a coverage of 600,000 workers. And that's based on an employer contribution of just one cent an hour while the union is actually seeking two cents (it isn't offering

any contributions at all from employee pay checks).

If past experience is any guide, even the two cents won't be enough. When it was instituted in September, 1954, for example, the same union group's dental plan called for an employer contribution of just a penny an hour. Today, that contribution is 1.5 cents per hour and even at that the union has "temporarily" had to restrict benefits of the dental plan compared with what was first envisioned.

No one, of course, can calculate in advance what people are apt to spend for legal services once they have been relieved of the burden of paying those bills themselves. Mr. Schullman says he would escape this uncertainty, in the first year at least, by limiting expenditures to what is actually in the fund itself and suspend operation once these monies were exhausted.

Such restraint, of course, is bound to lead to only one development — added pressure by the union in future negotiations for a boost in employer's legal aid contribution to permit the plan to work as originally intended.

Some 250 Chicagoans took the eight-day inspection tour of the St. Lawrence Seaway sponsored by the Chicago Association of Commerce and Industry. Leaving on September 3 (below), the group made a sightseeing stop at Mackinac Island; at the Straits of Mackinac, where Lakes Huron and Michigan meet; Toronto, Ontario; and Clayton, New York.

In the Massena, New York area, construction was viewed on the Long Sault Canal, the Eisenhower and Grass River locks and the power generating facilities (right) under construction by the State of New York and the Province of Ontario.

Cruise host was William W. Huggett, president of the North Pier Terminal Company and chairman of the association's Harbors and Waterways Committee. Tour members included business, professional, and civic leaders and their wives as well as city, state, and federal government representatives.





Plant Moved? People Transferred?



Movement of Machines Alone Does Not Relocate a Business

To a management man there is no more precious possession than a well built home located where he and his family can enjoy the peace of mind and security that builds happiness. Many a wife has blocked a transfer.

For such a home relocate your family in Lake Forest's Oak Knoll Acres.

The illustrations above are but two of the Custom Built Luxury Appointed homes built or building on Oak Knoll's 1½ to 3 acre home sites — only 14 left.

Of course all utilities are in and underground, the streets paved and the wide parkways tree lined.

Lake Forest's fine city government provides unsurpassed schools, restricted zoning, moderate taxes.

Three railroads are within 2 to 12 minutes driving time as are Skokie-Edens Highway and the new Toll Road.

The two Colonial Homes illustrated are open for your inspection by appointment on Saturdays and Sundays 11 A.M. to 5:30 P.M.

Prices \$40,000.00 to \$60,000.00
complete including land

McDonald Builders Inc.

932 Hemlock

Deerfield, Ill.

Phone WIndsor 5-1776

To reach Oak Knoll Acres take 42A (Waukegan Rd.) to Everett Road, Lake Forest, turn west ½ mile to Oak Knoll Drive, turn right into Oak Knoll Acres.

Poland 1957: What It's Like

(Continued from page 19)

prevented me from reserving rooms ahead of time. One night I was fortunate to find a room at all. I finally did in a multifamily building where a family of four took me in. They moved three people out of a room which they then gave to me; it didn't occur to me to ask where the three were going to sleep. For the first time in my life, I slept on a straw mattress under a straw covering. I was tired, but I was unable to get to sleep, because the pigs un-

der the window kept grunting and the geese cackling.

My straw mattress bed was not typical of the country, as all of the other places where I stayed had regular mattresses, although usually somewhat hard. My hotel in Poznan, which had been built before the War, was good.

The people were very friendly. Fortunately, I could speak German fluently, and since many of the Poles west of Warsaw know German,

this allowed me to talk with groups of people without a thin person.

Jazz music is very popular in Poland, especially American tunes some of older vintage. The orchestras were always playing "Begin the Beguine," "When the Saints Go Marching In," "Beale Street Blues" and "Muskrat Ramble." Poland has some television, and I saw one letter to the editor in which the writer wanted to know, "When are we going to see Elvis Presley?" On a station platform I met a young boy 16 who had on a lapel button that I couldn't identify as Gomulka anybody that one would think of a normal subject for a button. I looked at it closely and found it was Louis Armstrong!

The book stores in Poland were full of translations of American, German, French, and English books. Among them I saw copies of Steinbeck's novels, French classics, and works of Thomas Mann. The Polish people can find whatever they want in their book stores, as long as it is not concerned with immediate political problems.

Propaganda

The Polish newspapers are full of propaganda and misstatements about the West, some of which are blown up into big headlines and column articles. Originally the radio and newspapers were full of stories about how poor America was, beset with strikes and lack of production and how well everything was going in Russia, but the Polish people noticed that they got bundles from their relatives in America and nothing from their relatives in Russia. Also, when an American Pole came back to Poland, he had so many bags and bundles that they had to send a horse and wagon down to the station to transport them; whereas when a Pole returned from Russia he returned with nothing. Thus now these stories of American poverty and Russian richness are just cause for amusement.

I talked with all sorts of people. One night in Danzig I was not able to get around to having dinner until 11:30. On going into the dining room, where there was dancing and a singer, I found that I could no longer get any hot food. However, the waiter, who did not speak Ger-

Smart Sales Executive!

*He planned his
Business Meeting
in the*

sparkling new



4-Seasons Room

Business meetings of any size take on a special meaning when they are held in the newly remodeled and air-conditioned FOUR-SEASONS ROOM of the Stock Yard Inn. Excellent menu and moderate prices appeal to every sales budget!

**Stock
Yard Inn**
Home of the
Internationally Famous
Sirloin Room

Banquet prices tailored to fit your budget

Check Now for Availabilities . . . YARDS 7-5580

GAS AT WORK for Chicago's Industry



Two of a battery of three conveyor type Gas ovens in the Boysen White Baking Company, 1001 West Chicago Avenue, Chicago. Constant, uniform heat in these Gas ovens assures a perfect product every time. Baker is shown removing beautifully done hot dog rolls.

Six days a week, 24 hours daily, the aroma of quality breads, cookies and rolls fills the air of the Boysen White Baking Company. One of Chicago's oldest bakeries, Boysen White supplies many of the city's finest restaurants and institutions.

Boysen White uses Gas for all of its process heating operations on a low-cost, off-peak basis. They have found, as have countless other industrial users, that only Gas gives them the speed and accurate controllability to meet today's production demands.

For information on how Gas can serve you in your production operations, call WAbash 2-6000, Extension, 2449. One of our industrial engineers will be glad to discuss Gas fuel and its economies as they apply to your plant.

INDUSTRIAL DEPARTMENT

THE
PEOPLES GAS
 LIGHT AND COKE COMPANY

man, only French, told me that he would get me whatever food was available, but that it would be cold. While I was waiting for him, four people at another table beckoned me to come over. They were insistent.

One of the men was a Yugoslav. The other probably was a black marketeer as he had an enormous roll of \$20 bills that he could hardly have accumulated from an \$80-a-month salary. He had brought the two girls in the group with him from Warsaw, 250 miles away. They were good-looking and well-dressed. While the Yugoslav was dancing with one of the girls, the waiter brought in their dinner. The other man and the girl realized that I could not get hot food, so they insisted that I eat one of the girls' meals; and after they had insisted for a long time, I finally got another plate, divided up her meal, and ate half of it. They thought that was very noble of me, to divide up the food and not insist on eating all of it. I thought it was very amusing, my eating half of a strange girl's dinner in Danzig.

The man who had brought the

girls was an engineer and was particularly anxious to know what I thought about his going to South America. He said it was ridiculous for him to stay in Poland where he could earn only \$80 a month. He didn't want to come to the United States, because he didn't think he was a good enough engineer, but he did think he could make a success of it in South America. I met many people who were interested in getting out of Poland.

Although there were many people from East Germany in Poland, I talked with only two of them. These two were school teachers, aged 21 and 24, whom I met on the train going from Poznan to Berlin. The train left Poznan at 2:30 in the morning. The porter dumped my baggage into a compartment where the two girls were sleeping, one on either side of the compartment. It woke them up to have me come in, and we talked for about an hour. They had been on a tour to Moscow, then to some health resorts on the Black Sea, and to Kiev. They were aghast at the prices in Moscow. Apparently the standard of living in East Germany is higher than it is

in Poland, and in Poland it is higher than it is in Russia. In the morning we talked some more about their trip, and an engineer who was in their party also came in. He was not impressed with the new apartments in Moscow, particularly because there were always many people in each room. The beds were old iron ones and the furniture was older.

The two cities that appealed to me the most were Krakow and Poznan. Krakow was the Polish capital up to the year 1600 and has the charm of the other great cultural cities, Florence, Bruges, Nuremberg. Poznan was the capital of German Silesia and has a solid German quality.

Churches Always Full

I was struck with the attendance at the churches. Whether one was at six o'clock or nine o'clock in the morning or one o'clock in the afternoon, the churches were always full. This was true in Warsaw, Katowice, Zakopane in the southern part, small towns along the Baltic. There were almost as many men as women in the churches. There were no children in the pews — there was room for them; they were standing or kneeling in the aisles. The children had beautiful complexions and seeing them kneeling in the aisles with their rapt expressions, they looked at the altar reminded me of the paintings of the angels in the works of the Flemish masters. There were some soldiers attending the church services, something which would not have happened before the October uprising. Also, I saw a Polish wedding. The bride had on a bridal dress. Prior to the reception, the couple would have been married in street clothes.

The officials of the government are Communists. Other people talked with told me they themselves are not Communists, but strong Catholics, and that only a very small percentage of the population, less than three to five per cent, are Communists. These three to five per cent get their living by being Communists, and if this ceases, they will cease to be Communists. In America, Communism is a personality disease. In Poland, it is a means of gaining a living.

Before I went to Poland, I w-



FREE! send for the
most widely used
ELECTRONIC SUPPLY GUIDE

ALLIED'S
COMPLETE 404-PAGE
1958 CATALOG

your best buying guide to
the world's largest stocks of
ELECTRONIC SUPPLIES FOR INDUSTRY

- Receiving Tubes • Test Instruments • AN Connectors
- Power & Gas Tubes • Meters & Supplies • Metal Chassis Bases
- Diodes & Transistors • Relays & Switches • KNIGHT P.A. Equip.

Simplify and speed your purchasing of electronic supplies and equipment at ALLIED. We make fast, expert shipment from the world's largest stocks of everything in Electronics. We save you time, effort and money. Manufacturers' prices available on quantity purchases. Send today for your FREE 1958 ALLIED Catalog—the complete Buying Guide to Electronic supplies for Industrial and Communications use.

FOR FAST SERVICE IN
THE CHICAGO AREA
CALL

Haymarket
1-6800

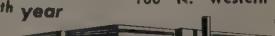
Use our speedy
"Will Call" or
Delivery Service

our 37th year

100 N. Western Ave., Dept. 56-K7
Chicago 80, Illinois

Send for
FREE
catalog

ALLIED RADIO



that Poland is Communist. Actually, only the government is Communist, and this has to be because the Russians. The people are not. The same thing is true in East Germany, is probably true in all the elites, and may also be true in Russia.

Farmers in the southern part of Poland operate small farms. In the northern part the places are much larger and are probably state-owned. People in the mining districts work very hard, particularly the men. I saw women, some of these young girls of light build, picking rocks as big as watermelons out of the coal and throwing them over their shoulders without apparent effort. It is tough work, however.

There is a tremendous amount of building going on in Poland. Warsaw is largely rebuilt. However, the building construction is going to require a lot of maintenance because of the pressure under which the work was done. It rained twice while I was in Poland. In both cases the water came through the walls. In southern Poland there is a great deal of individual reconstruction going on where people get 25-year loans from the government to build houses. I saw one foundation being laid by a woman and her ten-year-old daughter.

Collective Farms

I asked the Poles why it was that with so much agricultural land they did not raise enough to feed themselves, but had to get food from the United States. They said it was because the collective farms did not produce high yields.

People in Poland are very poor. A girl worker in the coal mines earns the equivalent of \$20 per month. A man worker on the railroad earns about \$50. Clothes are of poor quality. When a farmer is fortunate enough to own a cow, he will skim the cream from the milk, convert it into butter, and sell the butter in town; then he drinks the raw milk. He will sell his eggs as long as his hens can lay. Then he kills the hens.

The Poles have been in the war since 1939, first with the Germans and Russia, then later with the Russians who have stolen everything they could, with the result that the Poles now are extremely poor. I

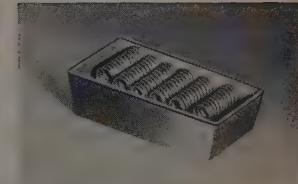
ILLINOIS COIL SPRING CO.

Set up to give you exactly what you want

as to quality

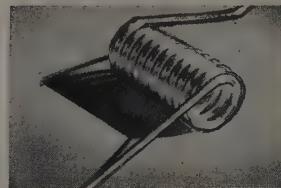


If job requires it, we make springs that are jewels of precision manufacturing.



Maybe the job doesn't require closest tolerances. Maybe cost is controlling factor.

as to quantity



Sometimes only a single spring is needed for testing and development work.



Sometimes a carload is needed in a hurry. If so our plant can supply it.

as to size & type



Our equipment is well adapted to making larger sizes of springs, all types.



We turn out millions of small springs, all types—mostly on fast automatic equipment.

as to price and delivery

What's the problem at the moment? New design or redesign of some particular spring? Making a few for trial? Getting estimates on various quantities? Determining exactly what deliveries are possible? Or perhaps you're interested in reducing costs and speeding deliveries on some existing spring? If you'll just give us the facts by letter or by phone, the chances are we can help.

ILLINOIS COIL SPRING CO.

2100 N. MAJOR AVE. • CHICAGO 39, ILL.

Telephone NAtional 2-8100

went into Poland with three suits and came back with two, seven pairs of socks and came back with one, two pairs of shoes and came back with one. You feel so much sympathy for them that you give them what you have.

A great deal of the machinery in Poland comes from East Germany, and there is quite an economic tie-up between the two. There is also a cultural tie. I spoke with a doctor in Poznan who was going to be a professor in Leipzig. He was very thankful for the American publications in his special field which have been made available to him.

I was struck by the fact that I never heard a Pole say, "The Germans did so and so." Always they referred to National Socialists, Hitlerites, or fanatics.

I talked with people in various parts of Poland who had seen the Poznan Fair. They all were very impressed by the American exhibits, particularly the American house. The Poles have a tremendous curiosity in regard to anything new. When a new make of automobile appears on the streets, you will immediately see a crowd around it.

We went through a new power plant of 300,000 kw. capacity that had been built by the Russians. It had six 50,000 kw. generators, all of which vibrated a great deal, one of them excessively. The floor was not put down well, and the tiles were coming up.

We visited a coal-cleaning plant designed and built by the Russians. The coal mine had a capacity of 5,000 metric tons per day, and the Russian washing plant, 20,000 metric tons. It was ridiculous to put up a plant four times too big and costing \$10,000,000 when a \$2,500,000 plant would have sufficed. This is an example of Communist planning.

The only good thing I heard about the Russians was that they have a coal field in Siberia of superlative coal and low mining costs. The output in this field has been increased from 20,000,000 tons to 100,000,000 tons per annum, and this can easily be expanded. This coal field is too far away from western Europe to interfere with American coal markets, but it does give Russia a tremendous industrial potential.

Why have the Russians allowed

the Poles so much freedom? I heard a lot of explanations, none of them adequate. It may be that, while the Russians have their troops in Germany and therefore 800 miles into Europe and only 300 miles to the English Channel, they are more interested in maintaining a good transportation link with those troops than in anything else. They can get everything out of Poland that they want, economically and militarily. There must, however, be some weakening of Communist ideology in Russia itself among the people in power, or they would have freed the political and religious prisoners in Poland.

Prisoners Freed

For instance, one bishop who preached a sermon in 1950 in which he said twenty times, "No one has won a battle against God," was kept in prison until last October. Now he is free. Also, I met a Polish priest who had been in jail three times, saying that Communism is a filthy mess. He now has a high position in the Polish coal mining administration. I met another chap who had been in jail three times for the same thing and is now free. Many of the Poles I talked with had hesitation in saying just what they thought about everything. I was always being told, "The facade of Communism may look good, but behind the facade, it is a dirty mess. If the Communists in power in Moscow were still fanatic Communists, they would not permit this, because to fanatics, heresy is the greatest crime and is put ahead of economic and military considerations. There is no question, either, that whatever the Russians do there is always a reason behind it. They calculate. All that is visible is usually a decoy.

The Poles are a difficult people to conquer. Germans who lived there during the war told me that the Poles were never subdued. They are not individually proud, but they have a pride of nationality. After all, Poland has been a great nation. They had to beg food from the German soldiers, and they did it with a manner that said they were hungry but not conquered. And they kept on fighting. It may be that the ruling faction in Russia does not want to become involved in

64% MORE! call HYRE

Chicagoland's Outstanding Electrical Specialists

That's right. In a recent survey of business and industrial firms, 64% more named Hyre Electric Company the leading electrical specialists in the Chicago area.*

- Motors
- Generators
- Repairs
- Maintenance

- Controls
- Engineering
- Construction
- Installation

HYRE

ELECTRIC CO.

SINCE 1912

2320 W. Ogden Blvd. • CHesapeake 3-6100

INDUSTRIAL • COMMERCIAL LIGHT AND POWER

*Details available on request.

with Poland at the same time they were fighting with their internal enemies.

I met a great number of very fine people in Poland. I visited the concentration camp at Oswiecim where four or five million people were killed and later had breakfast with a girl who had tattoo numbers on her arm. She had been in Oswiecim six years and her husband had been in Buchenwald six years. She said, "You see, we weren't all killed." I asked her about Oswiecim, and she said, "I don't think about it anymore." She is secretary to the manager of a hotel and is an extremely well-adjusted person, concerned only about the present and the future. She wants her boy, who was born in Oswiecim, to have a good education.

I also met a woman who married in 1932. Her husband was drafted into the German army in 1939, spent four years in Russia, was captured by the Americans, and later was given to the Russians. After two years of labor in Russia, he was sent home an invalid. His wife nursed him, but he never recovered. He died two years later.

This same woman told me about a cousin of hers who had been healthy, owning a mill and other property. He married a Jewish girl. When Hitler came in, he imprisoned the wife in Oswiecim. Her husband sold his mill and all his property and took his money and jewels to the guards at Oswiecim. He said, "This is all I have. I haven't anything more. You can have it all, but take my wife." So they took his money and jewels and gave him his wife, who had already been dressed in a black paper garment in which she was gassed and cremated.

The couple hid out during the rest of the war, as did the wife's brother. After the war they again became prosperous. They got back their property and their mill. They have a three-year-old daughter, and the husband says, "What wonderful things is this that has happened to me that I should have such a daughter?" I told my friend, "These are the people that I must meet," but he said, "You cannot. Six months ago they again sold everything they had and went to Haifa, where her mother and father are doctors."

The Poles have a great spirit. In spite of what they have been

through and their precarious position, they carry on. As one father of five told me, "We Poles have to have large families, because every 25 years someone comes along and kills off all of us older people." When I was in West Germany in April and May, I was continuously being told by Germans that they were through with wars, they would not be soldiers again. No Pole ever told me that.

I found several people who are very interested in a United States of Europe. After all, Poland is indefensible. It is just a part of the

large plain that extends from the Urals to the North Sea. There are no defensible boundaries. Today the situation is worse for Poland, in that in the past a country could be defended by the bravery of its people; now it has to be defended by machinery—jet planes, atomic bombs, artillery, and means of transportation. Poland is not equipped to manufacture these things in the quantities that Russia or western Europe is. They can only live as part of some larger group, and many of them know it.



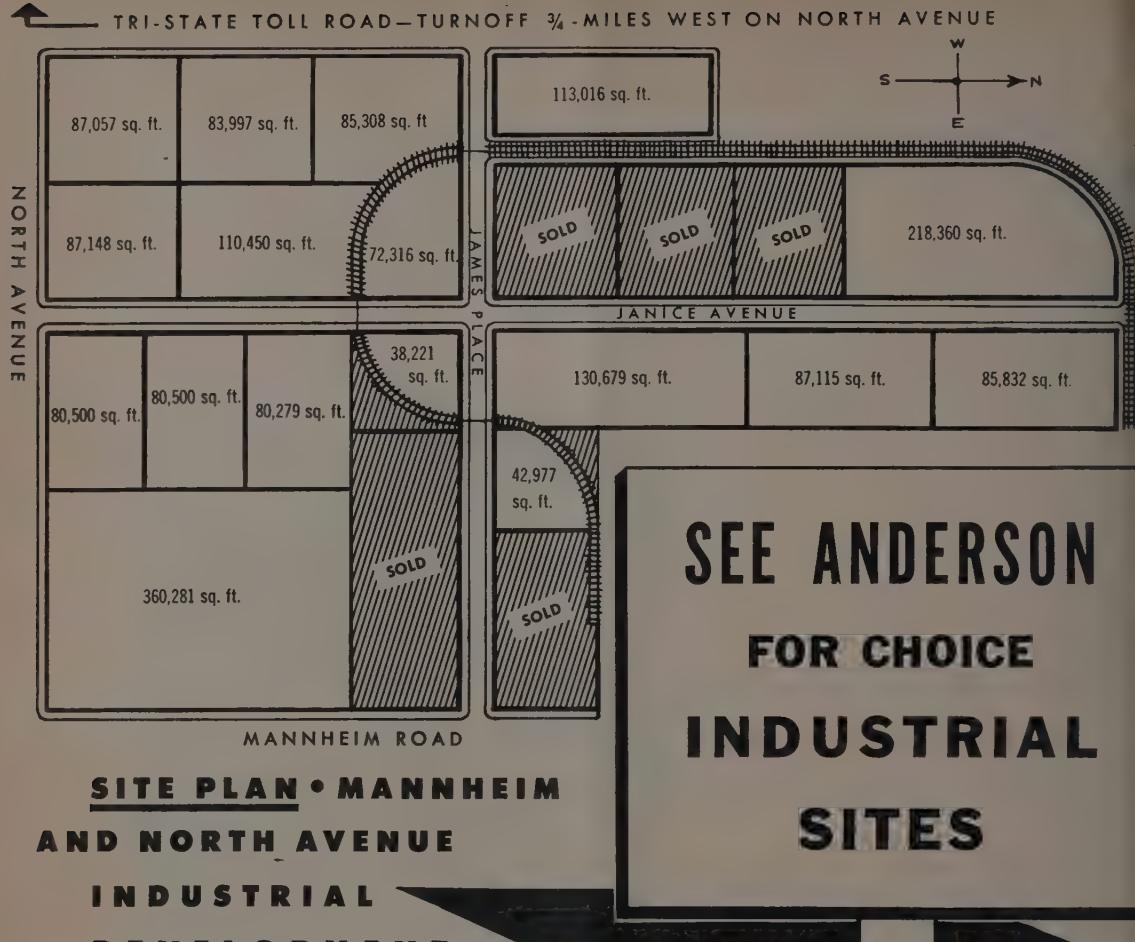
"GOSH—WAS I BEWILDERED!"

"I used to be, that is. Now I've learned to look in the Yellow Pages to find all the things our company needs."

Everybody looks in the

**YELLOW
PAGES**





The district is strategically located in Melrose Park . . . $\frac{3}{4}$ -miles east of Toll Road turnoff . . . Indiana Harbor Belt Line switching facilities . . . only 30 minutes from Chicago loop . . . 7 miles from O'Hare International airport.

phone or write for free brochure . . .

"AN ANDERSON PACKAGE FOR YOU"

For industries interested in larger sites than those offered at Mannheim-North, Anderson has more than 350 acres of industrial sites to choose from in Chicago and suburban areas.

IDEAL FACTORY AND WAREHOUSE CENTER FOR LIGHT INDUSTRY

Anderson's complete services provide a one-source solution to your building problems . . .

**PLANT LAYOUT
DESIGN
ENGINEERING**

**CONSTRUCTION
LEASING AND
FINANCING**

Buildings will be designed and constructed by our experienced, well-staffed organization to meet your individual requirements.

FINANCING:

LONG-TERM LEASE HOLD—no capital investment required.

CASH BASIS—old facilities can be applied toward new building.



*contact
your own broker . . .
or*

J. EMIL ANDERSON & SON, INC.

Engineers and Builders

1809 BALMORAL AVENUE • CHICAGO 40, ILLINOIS • UPTOWN 8-7710



Industrial Developments

... in the Chicago Area

VESTMENTS in industrial plant facilities during the month of September amounted to \$67,916,000 compared with \$75,087,000 in September, 1956. The September total nearly triple the amount in any other month of this year, and brings the total for the first nine months of 1957 to \$206,715,000. The total for the nine month period in 1956 was \$482,736,000.

While smaller than last year's September figure, the figure for September, 1957 is an especially high one, exceeding all months of 1956 with the exception of March and September.

The nine month total exceeds that of twelve of the eighteen prior years back as far as 1940. The only years when larger dollar totals were announced were during World War II in 1941 and 1942, during the Korean War in 1950 and 1951 and during the last two record breaking years of 1955 and 1956.

Projects covered in these announcements include the construction of new plants, the expansion of existing plant facilities and the acquisition of land or buildings for industrial purposes.

Inland Steel Company has announced two additional construction projects at its Indiana Harbor works in East Chicago, which were not included in its huge expansion program first announced in November, 1955. These additional projects are the erection of a new sintering plant which will expand the iron smelting capacity of this mill by 300,000 tons a year, and a wide flange beam mill which will increase the capacity for the manufacturer of that type of structural shape by 54,000 tons a month. The demand for wide flange beams has been accelerated by the advantages of wide span structures without intermittent supports, used especially in modern

one story factories, commercial buildings, highway bridges and overpasses. The company will abandon the production of railroad rails when it completes the new beam capacity, stating that there is excess capacity in the country for rail production. The two projects will be erected on new extensions of the Inland property created by filling in Lake Michigan adjacent to the existing plant.

• **Youngstown Sheet and Tube** Company is planning to erect a new sintering plant at its Indiana Harbor works in East Chicago. The new plant will allow the utilization of flue dust and other waste material which may be recovered and utilized in the blast furnace operation. The company has just completed construction of a new tin mill and a new seamless tube mill at the same plant.

• **Western Electric Company** is adding to its Hawthorne works 250,000 square feet of floor area in the form of a one story brick building to expand its metal mills building. United Engineering and Construction Inc., engineer.

• **Western Electric** has also acquired 140 acres of the southeast corner of Hawthorne Lane and Kress Road near West Chicago which will be used for a warehouse building at a future date.

• **Kitchens of Sara Lee, Inc.**, operating two plants in the Chicago Area, one at 2109 S. Carpenter street and the other in River Grove, is erecting a new 110,000 square foot building at 5401 Elston avenue at which it will consolidate its operations. A research center and quality control laboratory and an experimental bakery will be features of the new facility. Temperature and humidity controls will be utilized, as

WANTED TO BUY

- Going business concerns
- Confidential handling
- \$50,000,000 total sales since 1947

Reference any Chicago bank

J. J. HARRINGTON & CO.

Business Brokers
Attn.: J. J. Harrington, Jr.

22 W. Monroe St. — Chicago 3
Telephone Financial 6-1322

DE LEUW, CATHER & COMPANY

CONSULTING ENGINEERS

Public Transit	Subways
Traffic & Parking	Railroad Facilities
Expressways	Industrial Plants
Grade Separations	Municipal Works
Urban Renewal	Port Development

150 North Wacker Drive, Chicago 6
San Francisco Toronto Oklahoma City

BATTEY & CHILDS

ENGINEERS - ARCHITECTS

Complete Service for Industry

231 So. LaSalle St., Chicago 4, Illinois

A-Z LETTER SERVICE

ESTABLISHED 1918
PLANOGRAPHING • MULTILITH
ART & COPY LAYOUT
MIMEOGRAPHING • MULTIGRAPHING
ADDRESSING • MAILING
DIRECT MAIL CAMPAIGNS

139 N. CLARK DEarborn 2-1891

METAL NAME PLATES

Etched or Lithographed Plates
with Holes or Adhesive Backs

RELIABLE SERVICE

CHICAGO NAME PLATE CO.
Chicago 26, Ill. AMbassador 2-5264

ORGANIZATIONAL PLANNING

Executive and Sales Personnel
Counseling and Testing
Leroy N. Vernon, Ph.D.
Industrial Psychologist

THE PERSONNEL LABORATORY
La Salle-Wacker Bldg. • Chicago

CODE DATING

Automatic, Dependable, Guaranteed,
Friction and Power-driven Machines
Write, giving details on a specific coding
problem.

KIWI CODERS CORPORATION
3804 N. Clark St. Chicago 13, Ill.

well as 10,000 square feet of freezing area.

- **Interlake Iron Corporation**, at 108th Street and the Calumet River, is adding ore unloading facilities and installing new dock structures at this plant. In addition to the coke oven batteries which were previously announced, Interlake operates two blast furnaces at this location. The plant produces basic, malleable, foundry and Bessemer pig iron from Lake ores.

- **Revere Electric Manufacturing Company**, which makes all types of outdoor lighting equipment in its plant at 6009 N. Broadway, is erecting a new factory containing 110,000 square feet of floor area which will be located at 7420 Lehigh avenue in Niles. The company will move its entire operation to the new plant in the spring of 1958. Arthur M. Heda, architect; J. Emil Anderson and Son Inc., general contractor.

- **Chicago Metallic Manufacturing Company**, 3711 South Ashland Avenue, will erect a new 80,000 square foot plant at Lake Zurich which will be utilized for the production of products of the firm's baking division. A. Epstein and Sons, Inc., architect and engineer.

- **Lehigh Western Steel Products**, Addison, is erecting a new steel warehouse building in Franklin Park containing 65,000 square feet of floor area. The company will move its entire warehousing operation to the new plant upon completion. Clearing Industrial District will erect the building.

- **Du Kane Corporation**, St.

Charles, is erecting a 68,000 square foot addition to its plant for increased production of its line of electronic equipment, which includes sound and intercommunication equipment and audio visual aids, projectors, amplifiers and records. Lamp Construction Company, general contractor.

- **Teleweld, Inc.**, in Franklin Park, is building a new factory in the same suburb which will be located at 11535 Franklin avenue. The new structure will contain 45,000 square feet of factory space and 5,000 square feet of office floor area. The firm manufactures pressure vessels, tanks and heating apparatus. Clearing Industrial District will erect the building.

- **National Metalwares Inc.**, Aurora, is erecting a new factory building in the same suburb at 700 N. Russell street. The firm manufactures tubular steel products, and its new plant will contain 49,000 square feet of floor area. L. R. Solomon and Associates, architect and engineer.

- **Ohmite Manufacturing Company**, Skokie, is adding 43,000 square feet of manufacturing floor space for increased production of electronic components. Friedman, Alschuler and Sincere, architect; Roberts Lang and Gray, general contractor.

- **Artag Plastics Corporation**, 2853 W. Irving Park road, is expanding its factory with the addition of 26,000 square feet of floor area, which will be in the form of a separate building adjacent to the present plant. The firm is engaged in injection moulding of plastic products and will expand its new operations

into the new plant when completed. Powell, Korf and Rosenfeld, general contractor.

- **Hi-Life Packing Company**, food manufacturer, with its plant located at 2445 W. 48th place, is adding 22,000 square feet of space for storage purposes. Ralph Harris, architect.

- **Chicago Standard Transformer Corporation** is erecting an addition to its plant, which will contain 10,000 square feet of additional office space. The firm is located at 110 W. Addison street, where it manufactures all types of transformers and television components. The planned addition is expected to be completed around the first of the year. A. F. Langmeyer, architect; Chell Anderson, Inc., general contractor.

- **Standard Stamping and Forging Company**, 3129 W. 107th place, is adding 13,000 square feet of warehouse area to its plant. Work is underway, the additional space expected to be completed by the end of the year. In addition to metal perforation, the company manufactures heating equipment, registers and grills. H. B. Lohmiller, architect.

- **Woodwork Corporation of America**, 1432 W. 21st street, has purchased the 13,000 square foot building adjacent to its plant at 2013 S. Laflin street. First Real Estate Company, broker.

Here, There and Everywhere

(Continued from page 8)

equipment previously manufactured by the company.

- **Transistor Sales Boom** — Annual sales of transistors and other semiconductors could reach \$1 billion in the next ten years predicts James H. Sweeney, manager of marketing for General Electric Company's Semiconductor Products Department. Sales of semiconductors are expected to exceed \$140 million, an increase of 82 per cent over semiconductor industry sales of \$75 million in 1956 and 40 per cent what most market analysts predicted last December. Mr. Sweeney based his 1967 prediction on the rapidly expanding number and variety of applications for semiconductors.

H

W

Sandblast Company

CONTROLLED SURFACES

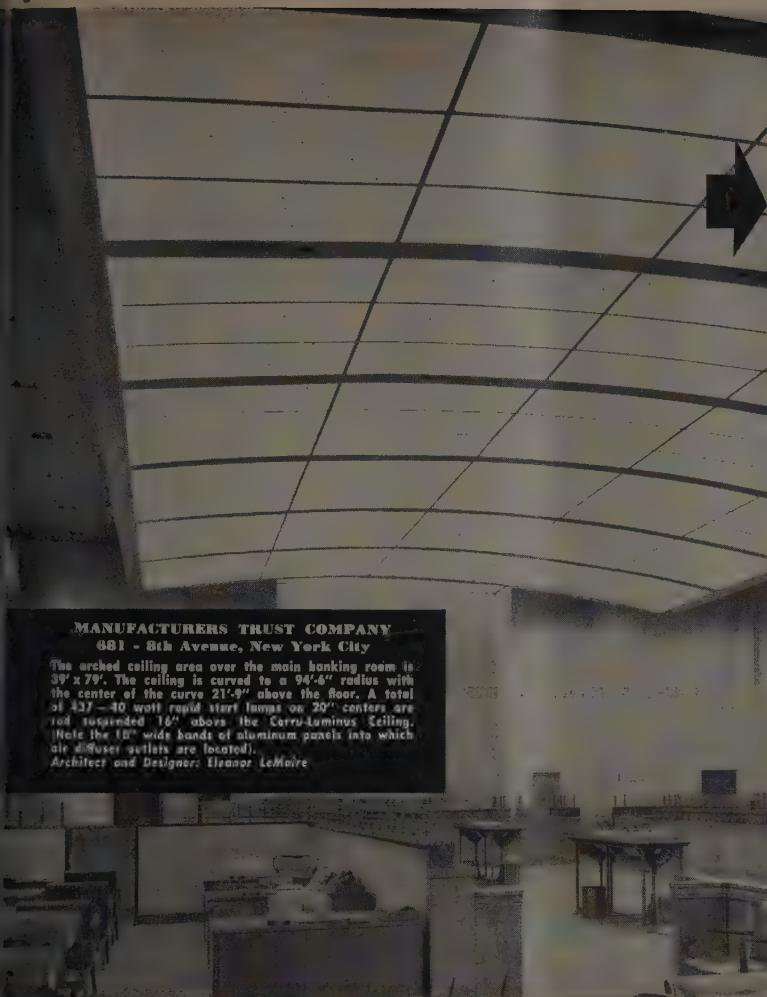
SANDBLASTING
Our Largest Room 22' x 40'
GRIT BLASTING

SHOT PEENING
To Federal specifications
VAPOR BLASTING

24 HOUR SERVICE

3213 S. WENTWORTH AVE.

WAgnner 4-3500



**MANUFACTURERS TRUST COMPANY
681 - 8th Avenue, New York City**

The arched ceiling area over the main banking room is 39' x 79'. The ceiling is curved to a 94'-6" radius with the center of the curve 21'-9" above the floor. A total of 437 - 40 watt rapid start lamps on 20" centers are suspended 16" above the Corru-Luminous Ceiling. (Note the 10" wide bands of aluminum panels into which the diffuser outlets are located).

Architect and Designer: Eleanor LeMoine

**THOUSANDS OF
Luminous Ceilings
... NO TWO ALIKE!**

Luminous Ceilings are an engineering specialty!

We at Luminous Ceilings, Inc. have been practicing this specialty exclusively for 7 years — with more than 20,000 ceilings installed!

Roll-up, Vinyl plastic, vacuum formed plastic squares, Plexiglas in many forms, louvers in plastic, steel, aluminum, many kinds of glass — are just some of the diffusers used.

Our nationwide staff of engineering specialists know ceilings — and they are supported by the country's most experienced staff at our headquarters.

The most comprehensive engineering manual on Luminous Ceilings yet compiled, is furnished gratis to qualified persons. Write for your copy!

NATION'S LEADING PRODUCER OF LUMINOUS CEILINGS

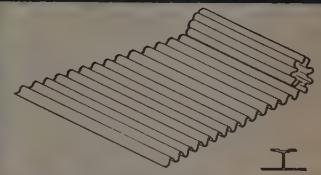
Luminous ceilings inc.

Home Office: 2500 W. North Ave., Chicago 47, Ill. . . . ARmitage 6-2800

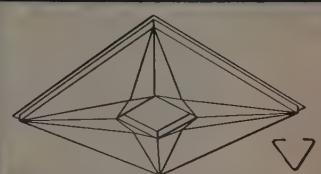
... District Offices in Principal Cities. . . .

Brochures Available. Check Types.
... Write Today!

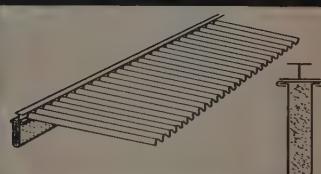
CORRU-LUMINUS CEILING
Corrugated Vinyl Plastic
Steel or Aluminum Tracks



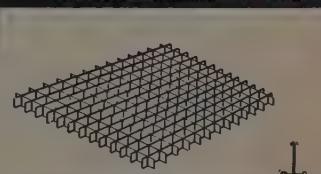
MODU-LUMINUS CEILING
Molded Vinyl Panels
Steel "V" Track



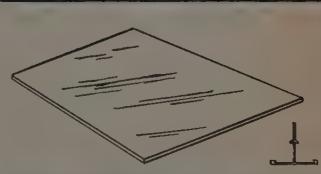
ACUSTI-LUMINUS CEILING
Corrugated Vinyl Plastic
Steel or Aluminum Tracks
with Acoustical Baffles



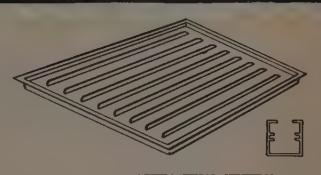
LUVR-LUMINUS CEILING
Metal or Plastic Louvers
All Sizes — Aluminum "T" Track



ACRI-LUMINUS CEILING
Flat or Formed Plexiglas
Steel or Aluminum "T" Tracks

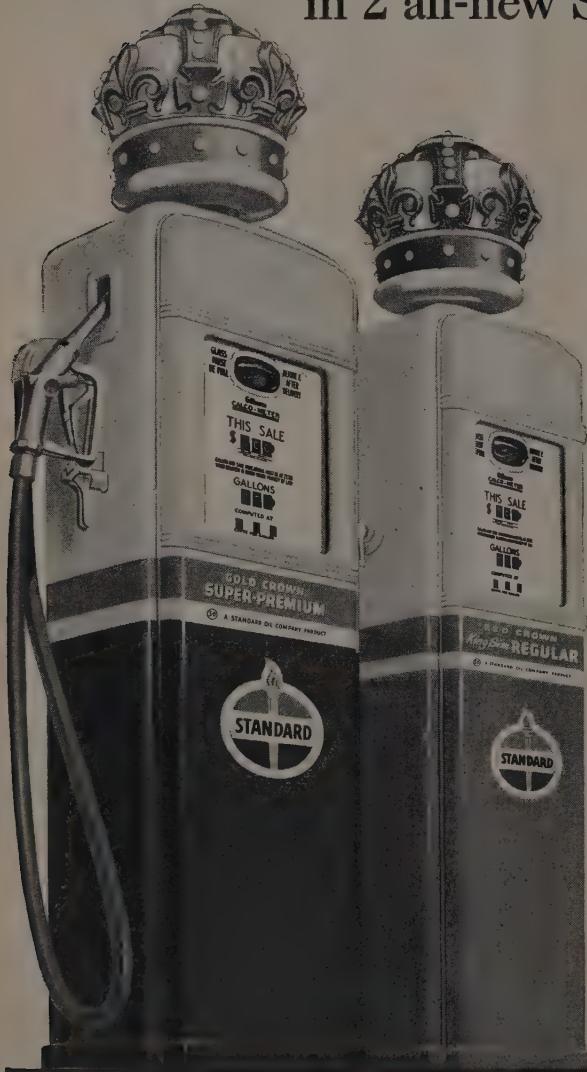


MAGNA-LUMINUS CEILING
Large Formed Vinyl Panels
Square Track



Try the Big Change!

in 2 all-new Standard Gasolines



NEW GOLD CROWN Super-Premium . . . an entirely new grade of gasoline . . . power-matched to today's mightiest engines. A Big Change that gives the finest knockfree performance you've ever known, banishes power-loss from spark-plug crust and wild ping.

NEW RED CROWN King-Size Regular—with the Big Change to give you smooth, powerful response . . . stepped up to a new octane high for king-size, knockfree power and king-size mileage, too.

You expect more from **STANDARD** and get it!



transportation and Traffic



BUILDING of the south side of Navy Pier and construction of a nine-berth general cargo terminal by the City of Chicago, was recommended in a report submitted by Mayor Daley. The report also suggests that this be followed by construction of a pier 2,420 feet long and 650 feet wide at Randolph Street for a nine-berth cargo terminal. The report was prepared by New York firm of Tippetts-Boettcher-McCarthy-Stratton on the request of Mayor Daley. The estimated cost of the proposed project would be as follows:

Building Navy Pier	\$ 8,000,000
Building New Pier	15,500,000
Harbor Improvements	14,600,000
Total	\$38,100,000

\$14,600,000 for harbor improvements would be paid by the federal government and the balance would come from bond issues approved by Chicago voters. The report estimates that under the proposed plan Navy Pier would have a capacity of 260,000 tons annually and the new pier 630,000 tons a year, for a total of 900,000 tons. Potential overseas tonnage could reach 380,000 tons in 1975, and 1½ million tons in 1975, the report said. Mayor Daley is submitting the report to the City Council for further study.

C.C. Reopens Eastern Territory
Iron and Steel Rate Cases: The Interstate Commerce Commission has reopened for reconsideration the proceedings involving railroad motor carrier iron and steel rates in Eastern territory. The cases are MC-C-1510 Iron and Steel Articles—Eastern Common Carriers, C-1629, Iron and Steel Articles—Eastern Contract Carriers, and S-1487, Iron and Steel Articles—Eastern Territory. In its order in the proceedings the commission prescribed a scale of minimum rates

on iron and steel articles for both common and contract motor carriers. Railroad rates on iron and steel articles were found not unlawful. Further hearing in the cases is set for October 7, 1957, in Washington, D. C., before Examiner Naftalin. The October 1, 1957, effective date of the order has been postponed indefinitely.

• **Airlines' "No-Show" Penalty**

Effective September 15: Effective Sunday, September 15, the nation's scheduled airlines began assessing a \$3.00 penalty on passengers who fail to show up for their flights without giving the airlines adequate notice. The \$3.00 fee will be collected when a delinquent passenger presents his ticket for refund or for booking on a later flight. The object of the penalty is to eliminate such "no-shows"—people who make reservations, then change their plans, fail to show up at flight time and don't bother to cancel their reservations. The result is "sold out" flights taking off with empty seats which were denied other travelers who really needed them.

• **Hearing on Express Rate Increase**

October 7: Hearing in Ex Parte No. 210, Increased Express Rates and Charges, 1957, will be held October 7, 1957, in the Washington, D. C. offices of the Interstate Commerce Commission, before Examiner J. A. Russell. The case involves the petition of the Railway Express Agency, Inc. for a nationwide 15 per cent increase in express rates and charges. Meanwhile, tariffs became effective September 9, increasing express rates and charges between all points in Eastern territory, including Chicago and other border points. These new tariffs provide, however, that the charges from Chicago and other Eastern ter-



on the job...

- Whether you're a shipper, a traveler, or both . . . the BURLINGTON is eager and able to serve you efficiently and effectively.

- Burlington's fast diesel-powered freight trains will move your shipments carefully and expeditiously. And when you're going West, Northwest, or Southwest, you'll enjoy your trip if you go Burlington. Yes, the Zephyrs and other fine Burlington trains offer you travel that's tops!

- Every day, the Burlington is on the job—to serve you well . . .

Everywhere West!

Chicago, Burlington & Quincy Railroad

rietary border points will apply as minima from points beyond.

• Extend Time for Filing Exceptions in Port District Case: The Interstate Commerce Commission, on the request of certain eastern railroads, has granted an extension of 30 days, until October 16, 1957, to file exceptions to the Examiner's proposed report in No. 32023, Chicago Regional Port District, et al. v. Atchison, Topeka and Santa Fe Railway Co., et al. In his proposed report, Examiner Burton Fuller recommended that the commission find that present tariff regulations at Chicago and other Great Lakes ports restricting the free time for unloading export freight to 48 hours unjust and unreasonable. He suggested that the commission further find that the seven days free time in effect at tidewater ports is reasonably competitive.

• Helicopter Passenger Traffic at Chicago Continues Gain: A total of 7,140 revenue passengers used Chicago's scheduled helicopter service

between Midway-O'Hare and the Chicago Loop (Meigs Field) in August. "Our August passenger total set a new company record," said John S. Gleason, president of Chicago Helicopter Airways. "The August traffic," Mr. Gleason added, "is a 26 per cent increase over our July passenger total of 5,681." C.H.A. also reported that it increased the Midway-Chicago Loop traffic by 67 per cent, from 1,164 in July to 1,952 in August. The largest increase, 86 per cent, came on the O'Hare-Chicago Loop segment. In July, a total of 1,046 passengers flew this route and, in August, 1,945.

Inflation

(Continued from page 14)

which began in late 1955 has about run its course. Some prices are still rising — especially the prices of services to consumers — but the serious pressures of overall demand will ease over the next 12 months. Consequently the general level of prices should stabilize. This is the joint result of two sets of forces. Mone-

tary restrictions and higher interest rates have held down the willingness and ability of many sectors of economy to undertake new expenditures. At the same time those sectors from which most of the rising pressures of demand have come since late 1955, in spite of monetary strictiveness, are going to demand less in 1958 than they are now demanding in mid-1957.

Business expenditures for plant and equipment appear to have reached their peak level. There is plenty of capacity in most basic industries and excess capacity in many. New orders for equipment and industrial construction have already begun to decline. Few companies in the capital goods industries are working overtime and some have begun to lay off workers. Rising expenditures for business expansion have been a key factor in the recent rise in prices and an easing of these demands will remove the most important cause of the current inflationary process.

Federal government expenditures have also risen since mid-1956 and this rise has added significantly to overall demand and hence to inflation. All the indications point to stabilization or even a reduction in these expenditures. While most of the budget cuts are cuts in appropriations which do not necessarily have an immediate impact on spending — there have also been indications that spending itself is to be cut, particularly in the defense department.

Inventory Accumulation

A third source of demand pressure in 1956 was business inventory accumulation. This adds to overall demand and hence to inflation, especially as accumulation usually centers on materials that are in short supply. These pressures have already abated in 1957, and even become negative as business readjusts its inventory position in the now easier conditions prevailing in most raw material markets and prospective cut backs in defense equipment purchases.

Taken together, easier demand from these three dynamic sectors indicates that the widespread inflation we have witnessed is about to end. However, it does not follow that overall business activity

Lower coal costs with...

**TRUAX-TRAER
COAL**

shipped water-all-the-way

- modern preparation plant enroute on important waterway
- 4 docks serve Chicago industry
- 17 quality coals precision prepared
- Ask how all-water shipments of TRUAX-TRAER COALS can save you money.

TRUAX-TRAER COAL CO.

111 North Wabash Ave., Chicago 2, Ill.

Telephone CEntral 6-5070

BINKLEY COAL SALES (a division of Truax-Traer Coal Co.)



ployment must decline because these pressures evaporate. And it certainly does not follow that we are going to have deflation in the sense of falling consumer prices. In fact, price prices are likely to keep on going for some time ahead.

A lot of potential demand exists in other sectors of the economy which can and probably will take the resources that are released. Many of the service industries, including state and local government services, have not been able to compete with the manufacturing sector for men and materials. The residential construction industry has not been able to compete with industrial construction for men and materials or financing. What lies ahead is yet another readjustment of the structure of the economy—and a diversion of resources away from the heavy manufacturing and construction sectors and toward the service sector and residential construction.

This in a way is the reverse of the process which took place in '56, but with an important difference. In 1956 the capital goods and

defense industries bid actively for men, materials and money. In 1958 the process will be one of quieter absorption of resources released by these industries into the other sectors. This difference means that the pressures which pushed up the prices of men, materials, and money in 1956 and the first three quarters of 1957 will be replaced by conditions of relative stability in all three markets.

Vending Machines

(Continued from page 23)

workers are employed at night or on weekends, where space is at a premium (the machine installation normally takes up less room than a comparable cafeteria counter), where workers are widely dispersed, or where the employee population and the company are relatively small."

Big firms are not outside the pale, however. Among AMC's accounts, for example, are Montgomery Ward & Company, Sears, Roebuck & Company, Chrysler Corporation, The Budd Company, and Spiegel, Inc.

C. O. Owen & Company, a May-

wood, Illinois book manufacturing firm, has only about 275 employees, but its experience with automatic feeding provides an unusually good case history.

Owen began using the machines about six years ago. Initially, soup and cold sandwiches were the only items offered, but now complete meals are available; they cost anywhere from 35 to 70 cents each. Executive vice president Harry Owen estimates that, without machines, providing each employee with the same meal would cost the company an additional 25-50 cents in subsidy.

There's a big space saving, too. Owen's whole installation is contained in a room that measures 11 x 11 feet. The firm's vice president feels at least three times as much space would be needed for a conventional cafeteria.

One of the secondary benefits of automatic feeding, he adds, is that the firm can schedule employee coffee breaks at the most convenient time. Previously, an outside caterer brought coffee and rolls in; the break always had to be taken when he



Waldorf

MULTI-PAKS

*can increase your sales
by spotlighting your product
on the retailer's shelf*

Waldorf Multi-Paks are eye catching billboards. They spotlight your product and . . .

- Activate Impulse Buying
- Save Time in Pricing and Shelving
- Simplify Tie-in Promotions
- Make Small Units Look Big

Increase your sales with Waldorf Multi-Paks.

WALDORF PAPER PRODUCTS CO.

ST. PAUL 14, MINNESOTA

arrived, which frequently played hob with production operations.

With more and more firms moving to suburbia, the need for in-plant feeding facilities increases, since there are less likely to be restaurants close at hand than in the city. Employes of small firms, especially, are usually forced to bring lunch from home because the traditional cafeteria can't be justified economically. One such firm, Reliable Tool and Engineering Company, Franklin Park, solved this problem by setting up vending machines. Says Charles Lee, head of the company: "With no restaurants or diners nearby, our workers appreciate the luxury of having something hot at lunch. This has resulted in improved morale—a big factor in a small shop like ours."

Land-Air Company, a manufacturer of X-ray equipment, transformers, and related electrical products, carefully examined the merits of a company cafeteria, a dining room equipped with facilities for serving and keeping warm food prepared on the outside, and vending machines, before moving into its new

plant on Chicago's northwest side about a year ago. The vending machines were chosen mainly because of the high capital investment required by the other two alternatives, and the fact that vending was the only system that would provide around-the-clock feeding service for the firm's 250 employes. Production people, plus members of Land-Air's administrative section, frequently work after hours and on weekends, so the latter benefit is an important one.

The Land-Air installation is typical of that found in many companies. On any given day, employes have their choice of two soups, four entrees, 5 kinds of sandwiches, four types of pastry, plus several different salads, appetizers, fruits, juices, and desserts. The latter items are stored in a vending machine that has space for 24 selections. The vendor puts in a different selection of soups, entrees, and other main meal items every second day, on the average. Also, there are coffee, milk, ice cream, candy and cigarette machines.

Sandwiches are 25-30 cents apiece; canned entrees (noodles and beef,

beans and franks, beef stew, beans and macaroni) are 25-35 cents; a can of soup or a salad costs 15 cents; while milk and coffee are priced at a dime. Desserts (fresh fruit, pastries, jello, or pudding) cost 10-15 cents.

Although automatic feeding, in its present state of development, has managed to satisfy most users, the technique is not without its drawbacks. Even vendors admit, indirectly, that there is room for improvement. As G. R. Schreiber, editor of "Vend" put it recently: "There is no question but what a well-run cafeteria can serve a wider variety of foods—probably a wider variety than vending can ever hope to match."

Among the industry's major goals are: development of a device that will exchange currency for silver; replacement of the hot canned food machines now in wide use with equipment that will dispense hot food on plates; improvements in the design of hot food vending machines that will permit them to store meals and heat it quicker.

Even with their present limitations, though completely vending meals have won wide acceptance from both management and employes in a phenomenally short time. This rapid growth in number of installations indicates strongly that a good many more are on the way.

DANLY

mechanical

presses

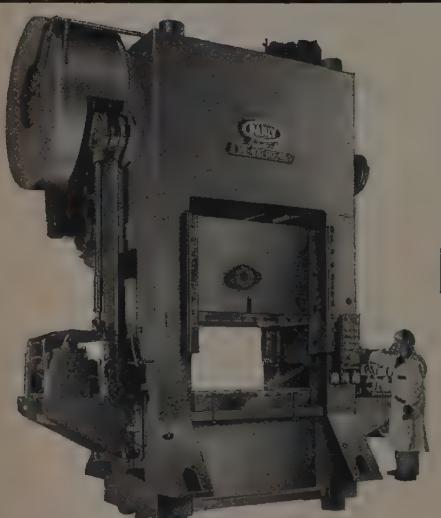
The New Autofeed . . .

Higher capacity in both tonnage and speed, with fully automatic stock feeding, makes this the truly modern press for high speed production stamping. Costly press downtime is greatly reduced because of substantially greater frame rigidity which reduces vibration at higher operating speeds. For this reason your dies last longer between grinds. Available from 50 to 800 tons in extra heavy construction.

• • •

DANLY MACHINE SPECIALTIES, INC.

2100 South Laramie Avenue, Chicago 50, Ill.



Trends In Business

(Continued from page 10)

Wyoming's boost of \$11 to Michigan's increase of one dollar for dependents. Other 1957 raises in maximum weekly payments to the employed are: Idaho, \$10; Colorado, \$9; Connecticut and Missouri, each; Nevada, \$7.50; California, and Montana, \$6. States raising benefits \$5 a week are: Illinois (effective October 1, 1957), Maryland, Minnesota, and Oregon. Florida and Nebraska raised their payments \$4 each; Alabama, Indiana, Maine, and South Dakota, \$3 each; and Kansas, North Carolina, Utah, and Wisconsin, each.

Oklahoma increased the duration of benefits by four weeks to a maximum of 26 weeks, although it did not raise the weekly payment. Maryland and Missouri, in addition to increasing the top weekly payments, raised

maximum duration to 26 weeks. Montana raised it to 22 weeks. The 48 states Connecticut pays highest amounts to the unemployed (\$60), with Nevada (\$57.50) Michigan (\$55) following. The average maximum benefit allowed by all the states is now \$34.95. The Territory of Alaska tops all the states at a \$70-a-week allowance to its men out of work. Hawaii grants a week and the District of Columbia pays \$30.

Conservation

(Continued from page 17)

ood Council. Among other bodies contributing to conservation knowledge and techniques in the city since are the Near West Side Planning Board and the Hyde Park-Woodlawn Community Conference. Today, 29 such organizations pool their experience through the Association of Community Councils of Chicago, with the help of the Welfare Council of Metropolitan Chicago. Another city-wide organization, Metropolitan Housing and Planning Council, has just announced formation of a Metropolitan Center for Urban Renewal to provide technical assistance to neighborhood groups. William G. Caples, vice president of Inland Steel Company, is the Center's advisory committee chairman. The Center is financed by \$10,000 in grants from the Wielert and Schwartzhaupt Foundations and Sears Roebuck and Company.

At the government level, the Mayor's Housing Action Committee recommended, in 1947, vigorous action to halt residential deterioration, and ensuing efforts concentrated on large-scale clearance. Subsequently, a second official group, Interim Commission on Neighborhood Conservation, headed by Charles C. Downs, Jr., then the city's Housing and Redevelopment Coordinator, reported:

The problem of the older neighborhoods is not new . . . it has been the background of housing thinking all along. But only slowly has the truth dawned that the very process of redeveloping the worn-out areas may hasten the deterioration of the older neighborhoods that are on the verge of decay."

The Commission's findings, to-

CONSERVATION

According to Illinois law, an officially designated Conservation Area must contain not less than 160 acres in which half or more of structures are residential of 35 years or more average age.

Not yet be slum or blighted but may become so.

The Conservation Board has power to draw up the official Conservation Plan for a designated area, to employ eminent domain for acquiring property and to dispose of same, and to apply for and accept federal urban renewal funds. The Board also has power to hold, improve, mortgage, and manage acquired properties.

Official designation of an area for conservation requires prior public hearing in the area, and appointment by the mayor of a Conservation Community Council of 9-15 residents, a majority of whom shall be property owners. A majority of this Council must approve the Conservation Plan prior to its submission to city council.

The Plan Commission's opinion on the merits of the Conservation Plan shall be submitted to the city council along with the Conservation Plan, together with any requests for municipal legislation deemed necessary.

gether with those from an exhaustive study of existing conservation efforts sponsored by the Metropolitan Housing and Planning Council, plus the experience of neighborhood groups culminated in America's first conservation legislation, the Illinois Urban Community Conservation Act of 1953.

President Eisenhower's Housing Advisory Committee similarly drew heavily on the Chicago experience. Its recommendations for broadening

federal slum clearance aid to encompass conservation became law in 1954, providing, in essence, two dollars for every one expended by the city on approved conservation programs. Chicago became the first major city to qualify for aid under the new legislation.

Chicago moved quickly to establish its Community Conservation Board. Appointed commissioner was General Richard Smykal, who as

(Continued on page 43)

On Guard Against...



ZINC or CADMIUM PLATING

Giving metal a bright, protective finish with zinc or cadmium plating offers good looks plus protection. Our experience in this service over many years is to your advantage. Consultation and samples on request.

5 METAL PROTECTIVE FINISHES—Zinc, Cadmium, Phosphate Coatings, Black Oxide and Dri-Lube

37 YEARS OF SERVICE TO INDUSTRY

WESTERN RUST-PROOF CO.

2137 WALNUT STREET, CHICAGO 12, ILLINOIS • Tel. SEailey 3-1892

EMPLOYERS

FOR

**COOKS - ELEVATOR OPERATORS
KITCHEN HELPERS - CHEFS
MAIDS-PANTRY WORKERS
NURSES AIDS-PORTERS
HOUSEMEN-DISHWASHERS
ORDERLIES-BUS BOYS**

Call the

SERVICE OFFICE

**Illinois State
Employment Service**
371 W. Adams St.
FRanklin 2-9384

NO FEES CHARGED

SEoley 3-2765

THE HAINES COMPANY
CONTRACTORS
FOR
VENTILATION & AIR CONDITIONING
SHEET METAL FABRICATORS
MATERIAL CONVEYING
WELDING

1931 W. LAKE ST. • CHICAGO 12

ALLIED SCHOOL

For more than a quarter of a century ALLIED'S specialized training has received universal approval as a service to American Industry. Our extensive training facilities are available to you. Consult us about specialized programs to train and upgrade your men to more skilled positions as:

- Industrial Draftsmen
- Tool-Die Designers
- Master Machinists
- Tool-Die Makers

Let a training course be a part of your incentive program for deserving employees. Phone or write Mr. H. A. Schneyer for detailed information.

ALLIED SCHOOL of MECH. TRADES
Allied Institute of Technology
1338 S. Michigan Ave. HArrison 7-3915

Chicago-Overseas Ship Sailings

Vessel

Line

Continental Port Destinations

Carl Levers	Fjell-Oranje
Ingrid Weide	Poseidon
Leada	North German Lloyd
Carsten Witt	French
Transerie	Poseidon
Prins Willem V	Fjell-Oranje
Traviata	Wallenius
Desdemona	Hamburg Chicago
Skogholm	Swedish American
Prins Willem III	Fjell-Oranje
Christian Sartori	Hamburg Chicago
Luksefjell	Fjell-Oranje
Ville de Quebec	French
Transmichigan	Poseidon
Johanna	Hamburg American
Laholm	Swedish American
Erika Schulte	Poseidon
Prins Willem II	Fjell-Oranje
Prins Casimir	Fjell-Oranje
Ophelia	Hamburg Chicago
Kurt Arlt	French
Prins Willem IV	Fjell-Oranje

United Kingdom Destinations

Fredborg	Swedish Chicago
Prins Frederik Hendrik	Fjell-Oranje
Manchester Venture	Manchester
Lissy Schulte	Furness Great Lakes
Ragneborg	Swedish Chicago
Rutenfjell	Fjell-Oranje
Prins Philips Willem	Fjell-Oranje
Caroline Smith	Swedish Chicago
Veslefjell	Fjell-Oranje
Monica Smith	Swedish Chicago

Scandinavian and Baltic Destinations

Fredborg	Swedish Chicago
Mariefors	Finlake
Skogholm	Swedish American
Hemsefjell	Fjell
Ragneborg	Swedish Chicago
Tammerfors	Finlake
Caroline Smith	Swedish Chicago
Laholm	Swedish American
Monica Smith	Swedish Chicago

Mediterranean Destinations

Joliette	Fabre
Malaga	Ellerman
Kollbyn	Niagara
Suderholm	Montship Capo
Himing	Ellerman
Montclair	Montship Capo
Scheersberg	Fabre

Caribbean Destinations

Ciandra	Ahlmann Transcaribbean
Colonia	Ahlmann Transcaribbean

Conservation

(Continued from page 41)

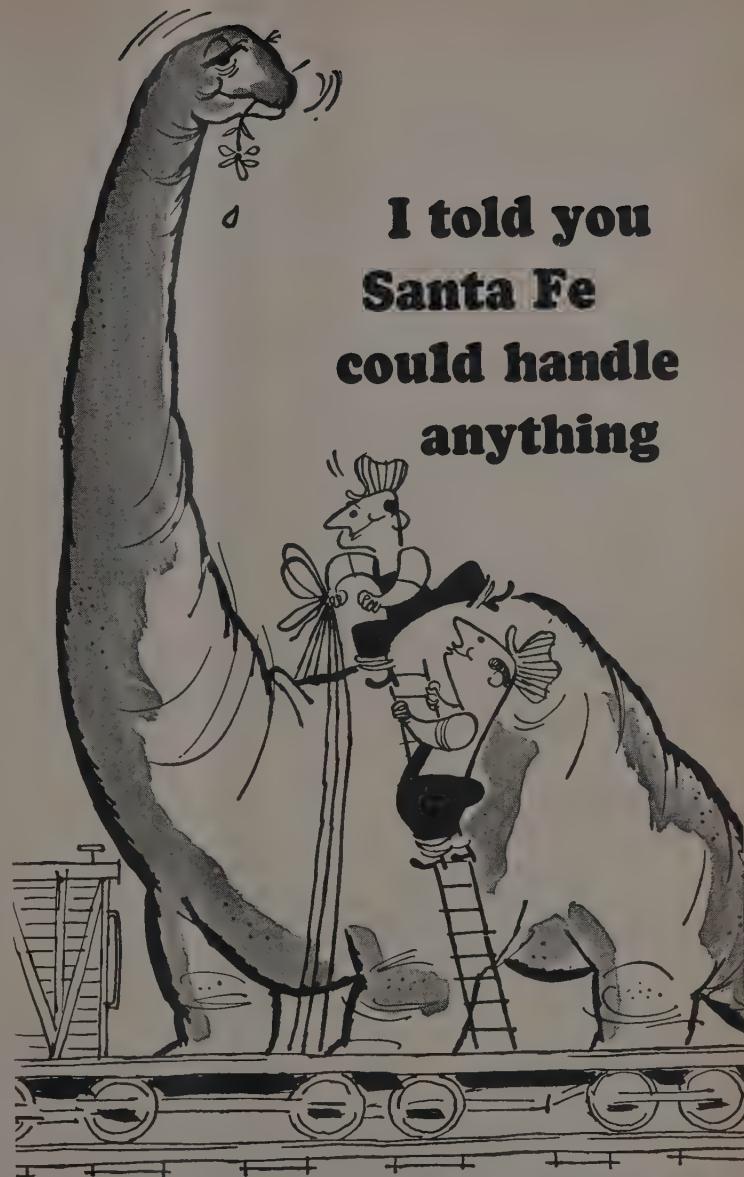
commissioner had helped when the city's building department, together with Board members Harry Joseph, president, Joseph Company; John F. McCarr, also a Chicago Park District commissioner; and two members deceased, Robert R. Taylor, chairman of the Chicago Housing Authority, and Peter I. Janicki, president, Cosmopolitan National Bank. Just approved by city council to fill one of the vacancies is Val Janicki, president, Novelty Company.

Of the 24 neighborhoods with which the Board is concerned, four have been officially designated as conservation areas. Hyde Park-Kenwood became the first large project nation to qualify for federal conservation aid. The other three, Woodlawn, Lincoln Park and Near North Side are in various stages of preliminary planning. A fifth area, the Shore-O'Keeffe, is under discussion with the Housing and Home Finance Agency, which administers a federal program, for a so-called assisted program. This would liberalized FHA housing and facilitate insurance rather than all grants.

Citizen Participation

unique feature of the Illinois conservation law requires citizen participation in the planning, through appointment of a Community Conservation Council of 9-15 presidents. The Chicago Board member suggests formation of large, representative neighborhood committees, though existing community organizations are in some cases taken into account in this recommendation. Hopefully, this emphasis on citizen-business-government teamwork will serve to encourage development of self-help techniques in neighborhoods not yet officially designated for conservation. To this end, Commissioner Smykal has appointed a 19-member community organizations advisory committee, 10 of whom are officers of active communications organizations.

Together, the five areas now being tackled offer a composite of Chicago's geographic, economic, and growing pains. South Shore



I told you Santa Fe could handle anything

When your shipping problems begin to look like a monster call Santa Fe.

Put our staff of freight experts to work for you and find out how well Santa Fe can handle anything that needs to be shipped to or from points in the West or Southwest.



There are 60 Santa Fe Offices from 'coast-to-coast' with one in your territory as near as your telephone. Call today.

is a predominantly upper middle class community, fronting on Lake Michigan and Jackson Park, with fast transportation to the Loop. In the 161 acres being considered for conservation, 87 per cent of the housing is in apartments built 40-50 years ago. Chief need is for up-to-date wiring, and modernize kitchens and baths, so that the structures can continue to attract middle class tenants. Experience in other areas shows that any sizable exodus, for whatever reasons, brings conversions and overcrowding, with consequent strains on community facilities.

South Shore fears the movement of its younger families, evidenced by declining grade school enrollments, because of potential housing pressures from industrial growth around Lake Calumet Harbor to the south. According to South Shore Commission director Richard Jaffe, residents do not feel the area needs extensive capital improvements. Rather, South Shore offers a test of the preventive value of conservation.

Englewood, of the five areas, is perhaps most typical of Chicago.

Median income runs fractionally higher than that for the whole city, somewhat lower than South Shore's. Though primarily a business group, the Southtown Planning Association works closely with other local organizations and has racked up a long list of accomplishments. Nonetheless, some overcrowding and deterioration of housing, as well as traffic and land use problems have crept in.

The Association has functioned most effectively on community housekeeping and securing needed improvements (notably schools, parking and sewers). But Fred Henderson, the Association's veteran executive vice president, emphasizes that lack of funds has limited its successes to individual projects. Among the imaginative proposals the Association has developed and been financially unable to pursue are its widely heralded Perimeter Plan for the shopping district at Halsted and 63rd streets, and a suggested rebuilding of the Englewood Union Railroad station.

The \$52.5 million Englewood Conservation program, which would be the nation's largest, may bring

some of these dreams to reality. Project would cover 1,383 ac-

Lincoln Park, along Lake Michigan north of the Loop, includes variety of neighborhood found near the central city, the lake shore Gold Coast, industrial concentration on the south and from the art studios south to middle-class residential the north. Much of the area from narrow streets and parking space. Mixed land hamper industrial expansion west section, while vacant or rated commercial structures are on residential uses elsewhere.

Inform Community

The Lincoln Park Conservation Association, formed by four neighborhood groups, makes concerted effort to both represent and inform the whole community. Membership meetings move throughout the area, and the Association, supported by 600 individual members as well as businesses, industry and institutions. Association director A. D. Willis considers the 1,000-acre fortunate in that relatively little clearance will be required for the \$43.6 million conservation program. "The emphasis here," states, "is on maintaining our present population density and improving community facilities."

Hyde Park-Kenwood's 900-acre program ties in with the Chicago Land Clearance Commission project already under way centered at 55th Street. Although the area contains a high proportion of middle-income residents between Kenwood and near the University of Chicago campus, conversion and overcrowding have mounted in recent years. The conservation program, to cost \$38.7 million, directed chiefly toward expanding community facilities, housing rehabilitation, considerable spot clearance and concomitant de-density.

The Near West Side area, with only 237 acres just southwest of the Loop, and planning for the \$100 million program is still under discussion. But the designated area is surrounded by public improvements, which, when combined, demonstrate the effectiveness of overall planning. Ernest Giovangelo, chairman

- CUSTOM BUILT -

TO YOUR SPECIFICATIONS

Switchboards

Benchboards

Panelboards

Steel Cabinets

Distribution Panels

Motor Control Centers

Junction Boxes

Raceways

Busducts

Sheet Metal & Light Structural Fabrication

GUS BERTHOLD ELECTRIC CO.

1716 W. HUBBARD ST.

CHICAGO 22, ILL.

Chesapeake 3-5767

West Side Planning Board, cleared site to the south, and new area exemplifies the citizen private housing will rise on a site and official cooperation at the northeast. Four public houses which urban renewal can need — together with some of lessons learned and problems solved. The new Congress Expressway forms the area's northern boundary, while

from World War II, a
f Near West Side veterans
disturbing changes in their
but agreeable neighbor-
neglected buildings, store
s, a slow exodus of stable
coupled with a population
almost 30,000. Seeking help
go's famed Hull House, they
late Eri Hulbert, nephew
Addams, who helped them
a discussion group culled
the diverse elements of the
nity. All ethnic and income
ere represented, as well as
es of International Har-
Company, General Electric
tution, Coca Cola Bottling
y, Marshall Field and Com-
nd local businessmen.

h of study and meetings
planners, city agencies and
organizations convinced the
that the community itself
take the initiative. In June,
meeting of 500 residents or-
the Near West Side Plan-
board and formulated as its
les: (a) that the residents
participate in planning their
ture; (b) that in view of the
g shortage, slum clearance,
served to create new slums;
a combination of conserva-
tional clearance, and both pri-
and public new housing held
greatest promise; and (d), that
a should be planned as a to-
munity, including schools,
es, shopping, recreation and
ment.

Site For Industry

Western Society of Engineers
ached the new group to suggest
at clearance of the area east
of street, close to railroad
e, would provide an appropriate
site for industry. Now well
way on this site is the Chi-
cago Land Clearance Commission's
industrial project. Another
project to the southeast will
be for light industry and com-
merces, including a center for the
peration of jobbers in the area.
ng will go into still another

cleared site to the south, and new private housing will rise on a site at the northeast. Four public housing projects are either occupied or scheduled at the south of the area. The new Congress Expressway forms the area's northern boundary, while to the west rises the expanding Medical Center.

The new near west side will be impressive, but the Planning Board feels it has failed in one important respect. A large number of the families for whose ostensible benefit the Board was organized are no longer there. Plans to organize the cleared

SALES MEETINGS
and
SPECIAL DINNERS
FOR PARTIES of 80 or Less
MODERN
PRIVATE DINING ROOM
and **BAR**

AVAILABLE AFTER 5 P.M.

DAVID'S INN

520 N. MICHIGAN AVE.

Call David Sternfield
DElaware 7-8218

SALES MEETINGS

and

SPECIAL DINNERS

FOR PARTIES of 80 or Less

**MODERN
PRIVATE DINING ROOM
and BAR**

AVAILABLE AFTER 5 P.M.

DAVID'S INN

520 N. MICHIGAN AVE.

Call David Sternfield
DElaware 7-8218



Windsor is ideally situated just across the U.S. border — 1 mile from Detroit, Mich. Of Windsor's 500 industries, approximately $\frac{1}{6}$ th are owned or controlled by U.S. interests.

Windsor is an active, growing city, with excellent road, rail, and water transportation (situated about mid-way on the St. Lawrence and Great Lakes Waterway Development). It has an adequate supply of technical, skilled, and unskilled labour. And, of extreme importance to industry, Windsor has abundant electrical and water supplies — as well as steady and unlimited natural gas at the lowest rates in Eastern Canada.

Windsor has a temperate year-round climate, and can offer ready-to-use industrial sites. You can get a complete and confidential report about Windsor, Canada's 5th city in manufacturing production, by writing: Murray A. Elder, Industrial Commissioner.

Windsor Chamber of Commerce

CANADA BUILDING • WINDSOR, ONTARIO, CANADA

CANADA BUILDING • WINDSOR, ONTARIO, CANADA

Savings Investment Accounts can be opened in any amount, \$1,000 or over, in multiples of \$100 — dividend checks are mailed every six months.

**Money in by 10th
Earns from 1st**

A circular seal with the words "FEDERAL SAVINGS AND SAFETY OF YOUR SAVINGS" around the top and "INSURED" in the center. Below "INSURED" are the words "UP TO \$10,000". At the bottom, it says "INSURANCE CORPORATION".

Damen
Savings and Loans

2007 West 51st Street
P.O. 6-2547 Chicago, IL

Established 1922

AIR CONDITIONING AND VENTILATION CONTRACTORS

**POWER PRESS FORMING
ROLLING - SHEARING**

**ARC - GAS & SPOT WELDING
10 Gauge and Lighter Steel
FABRICATION and INSTALLATION**

Western Ventilating Company

1019 W. Grand Chesapeake 3-3434-6

HOT TIN DIPPING

Specializing in quantity production of industrial fabricated parts in steel — copper — brass — Hotel — Restaurant — Dairy — Bakery equipment. Sheets — bars — tubes — pipe — etc.

Lead & special mixture coatings.

Operating largest facilities in the industry.

C. DOERING & SON, Inc.
LAKE & LOOMIS STS.
Monroe 6-0921

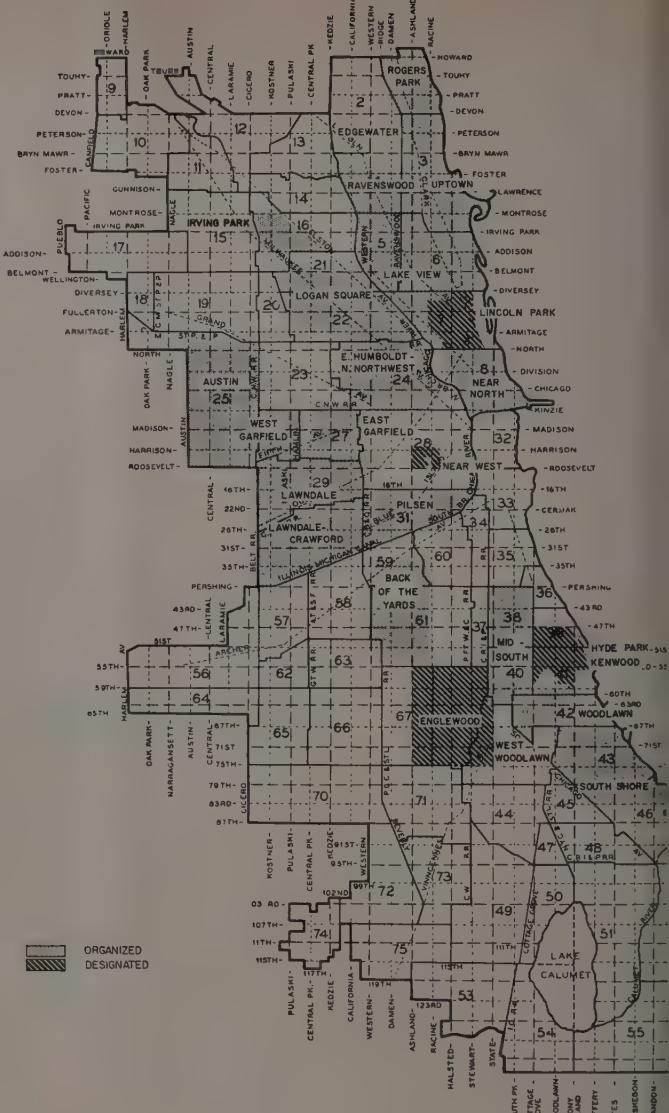
TIN PLATE TERNE PLATE BLACK PLATE

Sheet
Strips
Circles
Scrap

NEvada 8-4100

**LOU STEEL PRODUCTS
COMPANY**

928 S. KOSTNER AVE., CHICAGO 24, ILL.



Community areas of Chicago organized or designated for conservation pro-

families into a corporation for development of the private housing for relocation purposes could not be consummated. Partly, perhaps, because the conservation approach was too new, coordination of the several projects could not be timed for construction of the private housing when the displaced families required it.

Yet to be tested is the Near West Side Planning Board's approach to conservation. Data from a Real Estate Research Corporation survey has enabled the group to categorize housing into three conditions —

good, requiring rehabilitation; blighted, or to be cleared. The Board believes that a comprehensive and long-term staging of rehabilitation could be put into operation, permitting residents to amortize improvements and relieving them of uncertainty and possible financial loss.

That neighborhood morale and property values are vital factors in the urban renewal process has been stressed by James C. Downs, Jr., who urged that no additional areas be formally designated for conservation until the present "ambitious

has proven workable. Unless city has the funds to begin immediate action programs, he pointed out, property values may depreciate, city fails to remain liquid, and long financing becomes difficult.

Availability of federal funds and allocation among the states governs the speed with which clearance can proceed. According to D. E. Mackelmann, Deputy Director and Redevelopment Coordinator, \$1.3 billion has been approved for clearance and conservation to date, of which \$200 million is available only through administration. The normal maximum for all of Illinois is \$121,250, though certain variables could increase it. Chicago clearance and conservation projects underway, delayed or contemplated, total \$1 billion in federal funds. The additional one-third contribution can be paid partly in the form of public works, partly in cash.

"Staging" System

Community Conservation is discussing with federal officials a possible "staging" system, so area plans can be approved as feasible but submitted for funds and used in a series of projects. Obviously, this may force scaling down of the city's conservation program, since federal law requires completion of an approved program within ten years.

Conservation also pointed to the size of relocation load. The partial acreage in the four conservation areas thus far designated will, if approved, add up to a total of 400 acres, or roughly four times the size of the Lake Meadows development, and will require relocation of from 19,000 to 20,000 families.

The Chicago Plan Commission, in its report on population and housing, called attention to the fact that although the majority of families are induced by public improvements to improve their housing, either publicly or privately, a substantial number move into converted or substandard buildings, often at higher rents. Increased rents may cause doubling-up of families, and the cycle of over-crowding and resultant deterioration springs up in still another neighborhood.

William Bacon, director of the area welfare planning department, Welfare Council of Metropolitan Chicago, comments: "Initially, neighborhood groups show a high degree of provincialism. . . . As time goes on, however, neighborhood groups come to realize that de-density of population depends upon the possibilities of relocation of people in other neighborhoods, that a good neighborhood street pattern is related to city-wide arterial traffic circulation, and the maintenance of good housing standards in one area

is impossible without a strong city-wide housing code."

"Unfortunately, conservation efforts in Chicago are still largely episodic and unrelated to a total comprehensive city plan. However, there is a growing awareness on the part of neighborhood groups and city-wide civic leaders that neighborhood planning and city-wide planning must be related. Only when this is done will the constructive conservation efforts of one area not have some injurious effects upon other areas."

Advertiser's Index

Agencies Listed in Italics

A	
A-Z Letter Service	33
Allied Radio Corp.	28
<i>George Brodsky</i>	
Allied School of Mechanical Trades, Inc.	42
<i>Advertising Company of America</i>	
Anderson, J. Emil, & Son, Inc.	32
<i>Revere Advertising</i>	
B	
Battey & Childs	33
Beachey & Lawlor	8
Bean, Ferrel M., & Associates, Inc.	10
Bell Savings & Loan Association	I.F.C.
<i>M. M. Fisher Associates</i>	
Berthold, Gus, Electric Co.	44
Boynton, A. J., Co.	8
<i>Marsteller, Rickard, Gebhardt & Reed</i>	
C	
Chicago, Burlington & Quincy R. R.	37
<i>Reincke, Meyer & Fenn</i>	
Chicago Heart Association	10
Chicago Name Plate Co.	33
Chicago Tribune, The	B.C.
<i>Foote, Cone & Belding</i>	
Cities Service Oil Co.	9
<i>Ellington & Company</i>	
Clearing Industrial District	3
D	
Damen Savings & Loan Assn.	45
<i>Post Advertising Co.</i>	
Danly Machine Specialties, Inc.	40
David's Inn	45
<i>The McCarty Co.</i>	
DeLeuw, Cather & Co.	33
Doering, C. & Son, Inc.	46
<i>H. A. Hooker Advertising Agency</i>	
Donnelley, Reuben H., Corp.	31
<i>N. W. Ayer & Son, Inc.</i>	
E	
Efengen Electrical Supply Co.	I.B.C.
<i>Elliot, Jaynes & Baruch</i>	
G	
Gray, Edward, Corp., The	4
<i>Merit Advertising Planners</i>	
Gruetzmacher, A. H., & Co.	11
<i>Henry H. Teplitz Advertising Agency</i>	
H	
H W Sandblast Co.	34
I	
Haines Company, The	42
Harrington, J. J., & Co.	33
Hyre Electric Co.	30
<i>George H. Hartman Co.</i>	
K	
Kiwi Coders Corp.	33
L	
Lou Steel Products Co.	46
Luminous Ceilings, Inc.	35
<i>Elliot, Jaynes & Baruch</i>	
M	
McDonald Builders, Inc.	25
<i>Kirkgasser-Drew Advertising</i>	
P	
Peoples Gas Light & Coke Co.	27
<i>Needham, Louis & Brorby, Inc.</i>	
Personnel Laboratory	33
S	
Santa Fe Railway	43
<i>Leo Burnett Co., Inc.</i>	
Standard Oil Co.	36
<i>D'Arry Advertising Co.</i>	
Stock Yard Inn	26
T	
Talcott, James, Inc.	10
<i>Doremus & Co.</i>	
Truax Traer Coal Co.	38
<i>F. E. Flottman Co.</i>	
U	
United Air Lines, Inc.	2
<i>N. W. Ayer & Son, Inc.</i>	
United States Steel Corp.	6
<i>Batten, Barton, Durstine & Osborn</i>	
W	
Waldorf Paper Products Co.	39
<i>Scrymiger & Osterholz</i>	
Western Rust-Proof Co.	41
<i>Geren Advertising</i>	
Western Ventilating Co.	46
Windsor Chamber of Commerce	45
<i>Walsh Advertising Co., Ltd.</i>	

Stop me...If...



In a western town close to a reservation, an Indian paid a debt of \$50 to the local supply house. The proprietor thanked him for the money, but the Indian stood with arms folded, waiting, waiting.

Finally the proprietor asked the Indian what he wanted.

"Receipt," he replied.

"What do you want a receipt for?"

The Indian said: "When I go to meet the Great Father, he will want me to show that I paid all my debts before he will let me in the Great Hunting Ground. I don't want to hunt all over hell trying to find you."

There was an epic weekend at Long Beach, Cal., in full alcoholic swing when the earthquake came. Chimneys toppled in the street. Water mains were broken. All the guests rushed outside from the party. But one chap was missing.

The heroic host dashed back and there in the bathroom he found his friend, knee-deep in water.

The guest only mumble—"Honest, Paul, I swear all I did was pull the handle."

"The large number of divorces indicate that America is still the land of the free," someone observed.

"Yes," said his friend, "but the steady level of the marriage rate shows that it's still the home of the brave."

Rev. Jones—"Sheriff, there's a dead mule in front of my house."

Sheriff—"I thought you ministers took care of the dead."

Rev. Jones—"We do. But first we get in touch with their relatives."

A wealthy American girl was attending a weekend party at a country home in England.

"You American girls haven't such healthy complexions as we English women have," said an English duchess to the girl. "I always wonder why our noblemen take a fancy to your white faces."

"It isn't our white faces that attract them," responded the American girl, "It's our green backs."

Five-year-old Bobby was showing the family photographs to a playmate. Very shamefacedly he exhibited one of himself taken when he was three years old, wearing long curly hair. Apologetically he explained, "I was born a girl."

"Did you fish with flies?" asked a of the returned vacationer.

"Fish with flies!" exclaimed the vacer. "I hope to tell you we did. We camped, dined and slept with them

A passenger boarded a crowded b handed the driver a five-dollar bill, apologetically, "I'm afraid I have dime."

"Don't worry about it," the driver him, "in a minute you'll have 49."

The American government, in st the migratory habits of birds, band with a metal strip inscribed: "Notif & Wild Life Service, Washington. The bands used to read, "Washington Biological Survey," abbreviated to "Biol. Surv." The inscription was c to the present one shortly after a shot a crow and disgustedly wrote the government: "Dear Sirs—I shot one o pet crows the other day and follow instructions attached to it and surv It was terrible. You should stop try fool the people with things like tha

A minister advertised for a handyman and next morning a neat young man rang the doorbell. "Can you start the fire and have breakfast ready by 7:00?" asked the minister.

The young man thought he could.

"Can you polish all the silver, wash the dishes and keep the house and grounds tidy and neat?" was the next question.

"Look, Reverend," protested the young man. "I came here to see about getting married but if it's going to be anything like that, you can count me out right now."

A man was admiring his new suit. His friend asked him what was so wonderful about it. He said—"The wool is from Australia, the buttons from California, the thread from Japan, and the lining from New York." After inquiring what was so wonderful about that, he replied—"Isn't it wonderful that so many people can make a living from a suit that I haven't paid for?"

Uncle: "Well, Frankie, what are you going to do this vacation?"

Frankie: "Last year I had chicken pox and mumps. This year I don't know what I'm going to do."

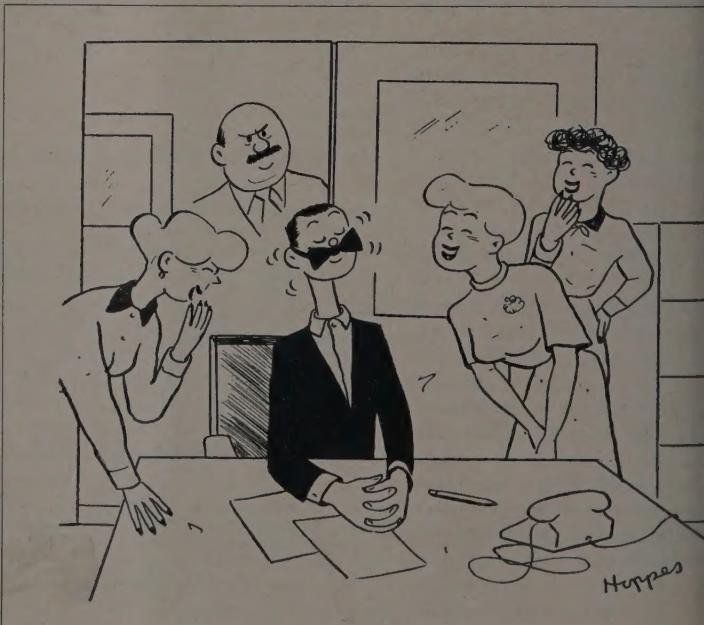
A Westerner was visiting New York, ing on a side street late one evening, held up by a bandit, who said: "Gi your money or I'll blow out your b "Blow away!" said the Westerner New York you can live without brain not without money!"

"So you don't believe Smith's wi as sorry as she pretends?"

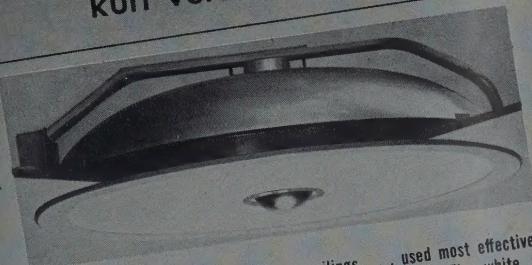
"Well, when I gave her the \$50,000 ance check, she stopped crying an she'd cheerfully give \$5,000 of it to him back."

Teacher: "Which hand is the Sta Liberty holding over her head?"

Smart Kid: "The one with the to

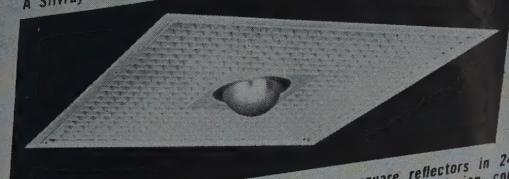


kurt versen company



For general lighting with medium and high ceilings . . . used most effectively for stores, public areas, restaurants, lobbies and auditoriums. The white plastic diffusing panel has a light transmission of 87%, yet amazing low brightness because of the generous, large panel area. The dome is finished in highly reflective white baked enamel. Bulb ring is satin aluminum, with adaptor ring for 300-Watt bulb. The silver bowl lamp is conveniently relamped by pole lamp exchanger. Minimum recessing depth.

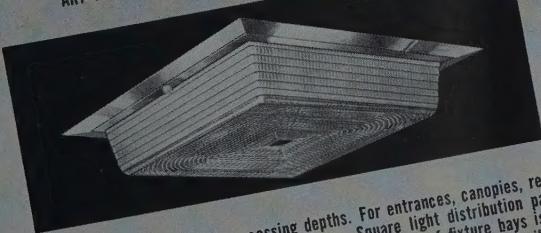
Skylike
A Silvray Associated Company



Silvray's new Skylike system comprises two basic square reflectors in 24" and 14" sizes, designed to provide illumination of remarkable diffusion, comfortable low brightness and pleasing color quality. It is a combination of the fundamental principles of silvered bowl lamp indirect lighting with modern architectural design. A Skylike system offers initial savings in equipment cost through the inherent simplicity of the silvered bowl lamp which eliminates costly accessories and complicated electrical circuits.

ART METAL COMPANY

CLEAR PRISMATIC
AMCOLLENS®



Designed specifically for limited recessing depths. For entrances, canopies, recreation rooms, corridors, walkways, balconies, etc. Square light distribution pattern creates three major advantages: (1) Illumination at centers of fixture bays is built up to uniformity level without decreasing fixture spacing. (2) Wasteful spill light outside boundaries of work area is minimized to increase useful light utilization. (3) Confined illumination pattern provides economies for single row lighting of narrow indoor or open outdoor areas.

EE EXPRESS LINE

DESTINATION:
EFENGE

CARGO:

**INCANDESCENT
LIGHTING**

PURCHASER:

YOU!

EFENG

EXPRESS LINE

EFENGE



EFENGE ELECTRICAL SUPPLY CO., INC.



... 38 years of Dependable Service
WHOLESALES OF EVERYTHING ELECTRICAL
965 West Chicago Avenue • Chicago 22, Illinois • SEEley 8-3500

WAUKEGAN BRANCH:
INTERSTATE ELECTRICAL SUPPLY CO.

1020 Greenwood • Waukegan, Ill. • Ontario 2-1194



Why should man's best friend prefer women in Chicago?

Montmorency Barnabus of Blenheim was monarch of all he surveyed, including davenport, garbage cans, delivery boys and Sam Schneidermann.

Now Sam belonged to that great protective brotherhood laughingly referred to as "dog owners." And Montmorency, known to his best friend as Barney, was the shaggy dog Sam owned (?).



Sam was also ad manager for Fido-Fodder, well-known dog food. And knowing firsthand the heart-warming, cold-nose relationship between a dog and his man, directed his ads to men—via men's media. But F.F.'s position in the Chicago market was slipping—from 11% to 5% in 4 years.

One day Sam called in Joe, who sits up and speaks for the Chicago Tribune, to see what he knew about Chicago dogs and dog food. Here's Joe's report:

If man's best friend knows what's good for him, he should prefer women. Why? Because Tribune research shows that 7 out of 10 dogs are fed by the lady of the house—2 out of 10 by children—and only 1 out of 10 by the lord and master. Who decides what brand of dog food to buy? The little woman in 8 out of 10 families.



Apparently the queen of the kitchen is as anxious to set a dainty dish before her canine friend as is before her king. However, a woman is apt to judge and select a dog food by how good it looks and smells to *her*, without knowing much about nutritive values for the dog.

"According to our doggy research," continued "Fido-Fodder has been barking up the wrong Evidently the way to a dog's stomach is through heart of the housewife. So forget about influential lords and masters, and start to cherchez les femmes."



So saying, Joe tipped his hat and left. And Sam took off for home. And you'll never believe what happened next morning. When Sam woke up, there was Montmorency Barnabus of Blenheim by his bed, holding in his mouth a copy of the Chicago Tribune.

"I've heard a lot about shaggy dogs," said "but this is the first time I've heard of one solving an important advertising problem."

And Barney's tail just wagged and wagged.

Now maybe you sell diamonds or diapers instead of dog food. But if you want to sell more of them in Chicago, call on Joe. Nobody knows Chicago like the Tribune. Nothing sells Chicago like the Tribune. And Joe's the joe to give the facts to you.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

